

Collected by Ulfat Abbas Jafery

MKT731 Current final term paper Collected and composed

By
Ulfat Abbas Jafery

1. Blackberry is considered as first smart phone that hit the market. Initially it targets the professionals and businessmen class and advertising campaign was designed accordingly. Excessive images of professional and business class personalities shaped a specific perception about blackberry in the minds of customers. How would you perceive blackberry as product and how blackberry can redesign its target market? If require. 3 Marks
2. It is said that night packages offered by mobile companies are diverting the attentions of youngsters in Pakistan towards unproductive activities. Other school of thought says its channel of communication and can be used for productive activities as well. Which school of thought you favor and why? Give three reasons. 3 Marks
3. McDonald has placed a bill board along road side for HAPPY MEAL, which is full of fun games and no image of burger and cold drink are displayed. Is it an appropriate advertisement? Give two arguments. 3 Marks
4. Opinion leaders in families are always dominating the decision if regarding high involvement product. In what circumstances you will deny the advice of your elder and take your own decision. Share your experience. 3 Marks
5. In your opinion why development of international marketing strategies has become critical for Pakistani marketers. Give two reasons. 3 Marks
6. Human nature is unpredictable. In developing countries there are many sports which are called extreme sports involve high risk. What and what are the motives behind this craze? 5 Marks

Extreme sports (also called **action sports**, **aggro sports**, and **adventure sports**) are a popular term for certain activities perceived as having a high level of inherent danger.

7. For segmentation and targeting, companies measure social class. In your opinion which measurement is appropriate for niche market, Single variable index or multi variable index? Give two arguments. 5 Marks

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8. Companies Intel, Face book, McDonald and Microsoft consider whole world as one market. As compare to other multinational companies what factors make these global companies unique? Give five points. 5 Marks
9. Why opinion leaders are more credible than advertisement. Give two arguments. 5 Marks
10. Negative word of mouth for the competitors companies is used to increase market shares. Is it true spirit to increase market share? 5 Marks
11. Waseem akram in ARIAL commercial and lower middle class ladies as BRITE commercial. Give two comparisons. 5 Marks
12. Pure water is going to launch fresh juice it's suggest its name SAUDIA WINE. What do you think about this name as a Muslim? Critically explain what company should do?
13. Informal sources can increase post purchase dissonance about durable goods justify with at least three arguments.

The influence of informal source like friends, neighbors, and family is more considered as reliable because the communication of these individuals for a third brand has number of the personal interests so most probably they will be telling the true facts. Positive work of mouth becomes the strong source in building credibility.

Opinion leaders are normally more aware about the product categories and evaluate the things by their own experience hence they have more positive impact.

Actually customer becomes personally involve in the product which has concern about the organization. Similarly, they get psychological satisfaction by getting more and more information seems to be an expert in that area and then they would like to share it with others. They also have post purchase behavior dissonance which encourages others to buy the same product.

14. Why insurance companies use families in their ads? Explain five benefits.

Insure all family. Encourage health policy. Security confident

15. TV and internet exposure with foreign culture has changing our culture. Give arguments.

16. Why young generation using cell phones more than pager?

17. Some consumer have high share in purchasing but are limited in number other are more in number but low in share. Develop marketing strategy for both low and high share consumers.

Brand influence a team

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There are three types of users; Heavy users, Medium users and Light users. Research indicates that normally 20% of the population of the segment buys 80% products of a company. Heavy users will buy more products than the light users. Usage conditions and outcomes can be explained through three important concepts: use framework, awareness, and brand loyalty.

(1). *Use framework*

Current Share -Current use

- High-Lows (Try to increase Usage rage)
- High - Highs (Retain them) (Make them happy)
- Low-Lows (Ignore them)
- Low - Highs (Use push strategy)

(ii). Awareness concept. In certain cases, we can study the people on the basis who are aware of our product and the group who are not aware of our product. And normally those will buy who are actually aware of the brand. Logic suggests that high aware brands will be stronger in the market. This will lead to the brand equity concept which means who strong your brand is in the market.

(iii). Brand loyalty concept

It suggests repeat purchase behavior. Every company normally tries to achieve this concept. It is important for the marketers to know who are more aware and who are not loyal. Brand loyalty is the goal of every marketer. Low brand loyalty suggests switching behavior. If there is quality product, the product is more amenable to achieve brand loyalty.

18. Write five benefits for consumers to join brand community.

- Need for Affiliation fulfilled
- He will feel prestige to be part of community.
- Socially secure from brand risk factor.
- Peer Advocacy, collaboration, engagement, and fan ship, content

Henley Center researched that 90% of people trust their spouse, 82 their friends, and 69% their work colleagues. Only 27% trust retailers, 14% advertisers and 8% celebrities.

19. Which family life cycle you will chose to market a new pizza?

Bachelorhood

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20. Companies believe that country in same region irrespective to religion have same values. Do you think that company should adopt this believe. Explain with two arguments.

Yes, company should adopt.

21. You visit many sites for mobile purchase decision. Do you think information on sites is credible, share any experience?

Yes,

22. How we can change behavior about polio vaccination in rural Pakistan? Clear in just two steps not more than that.

23. How can you predict the culture of any country by its political situation?

24. Spokesperson credibility on message

25. Diffusion process of electronic dish washer

Page 401 option compatibility, relative advantage, complexity, tryability, observeability,

26. Freedom of decision making to youngsters in Pakistan for buying of products of their own choice

Joint family system, earning k qabil nae hain Collective Culture Decision making authority is father.

27. impact of smell of food/shop on purchase behavior

28. Why advertisers use only music and images for ads

Entertainment

29. how to change negative attitude of people of rural areas about polio vaccination

30. why new generation is not that much socially mobility as compared to the forefathers

Social mobility

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31. why cellular phones are more popular than pager (wireless device)
32. culture
33. impact of internet on consumer behavior
34. attribution theory
35. Modern research suggests that CRM is the suitable way to identify consumer behavior. Give three arguments. 3 marks
36. Why use humor in their ads which kind of this advertising strategy in comparison of their competitive. Discuss three points. 3 marks
37. You are in a Lahore gym khana how you will observe the difference between upper- upper classes and lower upper class in the club. Give three arguments. 3 marks
38. Due to TV and internet do you think there is any cultural effect on the consumer behavior of Pakistan? 3 marks
39. What are the reasons that an electronic dish washer is not diffuse in the market after struggling? 3 marks
40. Online shopping is creeping in Pakistan but consumer can not physically observe the product as in physical shopping, Discuss online and physical shopping in perspective of cognitive personality traits. 5 marks.
41. Shukat khanam cancer hospital use emotional ads for persuasion. Is it right way for persuasion? Give two arguments. 5 marks

Yes, it is a kind of appeal and appealing should always be emotional

42. Which is the related variable to income, occupation, education, (a) expensive vocations, (b), and fat free diet? 5 marks

Expensive Vocations

43. Cable TV initially was use by the lower upper class but with the passage of time it is accessible to lower class. How this diffusion of Cable TV diffuse into the Pakistani culture. 5 marks
44. The consumer can judge the intentions of the sales person at it can affect the consumer buying behavior. Discuss this statement according to attribution theory. 5 marks

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Yes if his aim is just selling his product then behavior will be different and if he wants to build a long term relation then consumer behave differently.

45. How can you predict the culture of any country by its political situation? 5 marks

Democracy and Dictatorship are two kind of political processes and culture of countries different accordingly.

46. One case study in which I have to explain brand image by consideration of new pavilion theory 3 marks

In neu-pavalian theory association between two things is considered.

47. Purchasing decision of shampoo brand by using high involvement and low involvement product. 5 marks

People are using a shampoo but are unaware of its ingredients and marketers come in and suggest that if you use a wrong shampoo you may lose your hair. So this creates high level of risk. This will force the person to move into high involvement area where he/she may start reading the ingredients of the product.

48. Social mobility in Pakistan is very low, is this situation is suitable for companies in Pakistan? Give three arguments 5 marks.

49. Your father play role as an opinion leader but you have more knowledge about specific product than your father wills you purchase that product? 5 marks

50. Is spokes person credibility can sabotage message itself? 5 marks

51. Right now what you think. Are the cultures of different countries world are becoming similar or different? 5 marks.

52. A research in rural area from women about birth control pills is to be conducted.... the topic is sensitive... so which method of data collection u will suggest... give 2 arguments ... 3 marks.

53. In ad designed for children (like maggi noodles) the models are parents and in ad designed for teenagers (Ufone youth and Djuice) the friends group is taken. Why they selected them? Give 2 arguments. 3 marks.

54. Online shopping in Pakistan is still not yet developed. It is in growth stage. Why people don't trust online shopping websites. Give 2 reasons. 3 marks.

55. In your opinion is the culture of the world is getting similar or dissimilar. Give 2 arguments.

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56. The Sensodyne toothpaste have simple ad with the dentist telling about sensodyne toothpaste for toothache and its benefits. Is this persuasive. Give 2 arguments. 3 marks.
57. 5 benefits of consumer joining a brand community. 5marks.
58. American children easily adopt new and different things.... whereas Pakistani children feel shy and embarrassed while trying different things. Why is that so.... compare both the children.... 5 marks?
59. Today internet has amplified speed of information for all age group. In your opinion is the consumer socialization behavior of children is affected? 5 marks
60. In relatives the trend of wedding management services are getting more in use. Why they are using this service. Share your 2 observations 5 marks....
61. Why the polio vaccination diffusion rate is low in north areas of Pakistan. Give 2 arguments... 5 marks
62. The classical conditioning is passive theory. Is that true? Give 2 arguments to support your answer. ... 5 marks...
63. What are the reasons that an electronic dish washer is not diffuse in the market after struggling?
64. Which is the related variable- income, occupation, education- in segmentation of (a) expensive vocations, (b), and fat free diet?
65. Cable TV initially was use by the lower upper class but with the passage of time it is accessible to lower class. How this diffusion of Cable TV diffuse into the Pakistani culture.
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69. In recent research it is investigate that post purchase dissonance behavior effect by gender? Give your opinion will it affected or not? You may give reference to any recent research.
70. You are as a lecturer of consumer behavior, how can you increase student's participation in discussion by reinforcement theory
71. Do you think Pakistani designer like sobia, etc can make market in India as culture of both countries is almost same?

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72. Segmentation, targeting and positioning is important for success. How can you make marking strategy of these variables of Dairy Omung? (I did not remember exact wording)
73. Selection of celebrity is helpful as well as risky especially when spokesperson involve in scandal? How it become risky for markets? discuss

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