

MKT731- Consumer Behavior paper midterm, June 4, 2013,

Q1: Make a comparison between Multi Segmentation approach and Single variable Segmentation approach?

Q2: TAG HEUR is a Swiss brand which basically deals in expensive luxury watches along with eye wear, accessories, and mobile phones. Most of its brand ambassadors are world over famous personalities like Shahrukh Khan, Michael Schumacher, Tiger woods, Brad Pit and Leonardo Dicaprio. Though Tag Huier also makes watches for female and its brand ambassadors are Cameron Diaz, Sushmita Sen and Priyanka Chopra but the marketer's emphasis more on male's ambassadors. Why product is related to personality. Give 2 reasons?

Q3: American refuses the passport of Pakistani because they think that they are terrorists. Like in Indian Movie "MY NAME IS KHAN, he said that my name is khan and I am not a terrorist". What do think about the perception of this attitude of American towards Pakistani?

Q4: Hyper star is the biggest departmental store in Lahore. They have introduced their brands in all the categories like soap, etc.... with their store name as brand name on it. They have placed all these items on the shelves near the well-known brands. What is the approach under the conditional theory and the influence of consumer behavior?

Q5: Some people use to play dangerous sports like free flying, car race, bike jumping etc. They put their life in danger while participating in such games. What are the risk involved in such sports and the motives behind going for such sports?

Q6: Levi's which is considered to be very tough so the personality trait is rugged. Hence Levi's is considered as ruggedness.....Mr. Cod – looks like a male characteristics which indicate that this will be stronger, courageous etc(I took these lines from handouts but in question such kind of examples were given). They asked me to tell why such characteristics of people relate to the products. Give 2 reasons? Simple about BRAND PERSONALITY was asked.

Q7: I forgot one question :(

Q8: It is not necessary that positive attitude towards brand always shows the buying behavior of that brand. What are the conditions in which attitude of buying behavior changes?