

mkt530 mid term paper 9.12.12

Q1. UBL slogan about travel cheque "don't leave home without them" indicate which need of Maslow hierarchy of need?

Q2. tobacco company launch a new product menthol cigarette suggest model to diffuse this new product in market?

Q3. Utility function imputes utility for consumer creates a positive attitude. How competitive brand use this function briefly explain

Q4. a question was whose correct wording i forgot but its meaning was, a company offer a discount on a product which boost sale but after that it fails explain why?

Q5. Factors in attitude towards behavior model causing increased online shopping