

MKT731 midterm2013

Paper was relatively easy. total 8 questions.

5 questions of 3 marks

Brand Loyalty, Values and Life style Category

Differentiation case study

Repositioning and its reasons

Attitude change reason

Tri Concept of attitude model

3 questions of 5 marks

Segmentation, Targeting and positioning relationship and its importance

Brand personality characteristics

Repeated advertisements on tv and its effect in brand image creation