

### MKT731 consumer behavior midterm 1 June 2013 paper

QNO1: There is a man, who is wealthy, can buy any thing but he is a shoplifter, how you will interpret it according to Sigmund **Freud** theory of personality

QNO2: Sony is a famous company in Japan, it make walkman , then it introduce digital camera , it also working in heavy equipments as well as in memory disks, you are a loyal customer of Sony and have a positive image, how you become a loyal describe it as per new conditional theory.

QNO3: We go to a hotel or a restaurant, it can be a shoes outlet, there is pleasant smell/aroma, and how you will interpret is as quality? Give 5 reasons.

QNO4: Bata tag price as RS199 Not 200 or 1999 not RS 2000, as a marketing student we already aware about market penetration and psychological pricing what are other reason for Bata price strategy?

QNO5: Attitude can change? What are reasons when, you as a customer change your attitude give at least 5 solid reasons.

QNO6: Tougher use sharukh khan as a personality for brand position, what are other factual traits which we can introduce in brand personality

QNO7: Is it possible to change an attitude give 5 reasons

QNO8: why marketer use word new in their campaign, which modal you will apply on it and why please explain .