

MKT 731 paper MIDTERM 2 June 2013

Q.1 Scenario base People like to spend on expensive things though they don't have enough resources. Explain the on the bases of need thoery.

Q. 2.companies some time uses factious character instead of personalities, why explain with reasons?

Q. 3 Scenario base Linkage of RBV, Quality of product and positioning

Q. 4 Scenario base Purchase of Galaxy Smart phone by using tri component model of attitude.

Q. 5 Scenario base Companies use, toys, cartoon characters for marketing why, explain with reasons.

Q. 6. Scenario base Habib bank k loan k leay multiple segmentation banana thi.

Q. 7 Classical conditioning is a passive learning? Agree or not? Analyze Classical conditioning with strong reasons.

Q.8 Scenario base Reinforcement theory se related tha,