

**MKT731 – MKT530 – Consumer Behavior**  
**Midterm paper Spring 2013**  
**With solution Idea**

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**QUESTION#1:**

**Classical Conditioning theory is a passive learning. Justify. 5 marks**

Passive learning means reflexive learning. See (Learning theories in lecture 13 and 14)

**QUESTION#2:**

**Smell/aroma of store, coffee shop or hotel has positive effect on customers. Give two arguments. 5 Marks**

- 1- Pleasant environment attract customer
- 2- Customer feel relax
- 3- Good perception about the hotel, coffee shop of store ets
- 4- Customer will like to stay for more time and Chances of more purchase.

**QUESTION#3:**

**One school of thought said that Marketers do not create need and the second said that marketers create need. Which one you will favor? Give at least 5 arguments. 5Marks**

Give your own arguments. I selected 2<sup>nd</sup> option.

**QUESTION#4:**

**Miss Sarah knows that smart mobile phones are good for professional. It's also awareness that Samsung galaxy has good features. Sara is searching for Samsung galaxy features and price on internet. According to Tri-component attitudinal Model what is the attitude of Miss Sara towards Samsung Galaxy. 3 Marks**

Lecture # 19 – Cognitive part of tri-component of attitude Model will be the answer.

**QUESTION#5:**

**Bata shoes pricing strategy ranges from 299-1999Rs, customer perceives it as 200-1000Rs. But, when they pay after shopping cashier they didn't notice that cashier did not pay them back. What the customer's behavior shows? (dnt remember the exact statement of question asked)**

According to my idea Lecture 11 – This point can give answer.

“People tend to notice things without being consciously aware that they are noticing. In our everyday activities, we notice different things but we are not aware about them. According to a study conducted at National Institute of Mental Health in 1990, “Subliminal visual stimuli are words or pictures that are presented so as to be unidentifiable to the viewer's conscious perception”. For example, images may be

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sparked in front of eye too quickly for the conscious mind to catch or notice. Such stimuli can, however, exert an effect on judgment and behavior.”

**QUESTION#6:**

**Which one is the switching behavior characteristic from eight of VALVES framework? 3marks**

*Innovators* or self-actualizers who have all the resources. So their basic motivation can come from above three points. Therefore these customers are variety seeking and always prefer new products. Hence companies normally prefer to target these customers. Low brand loyalty suggests switching behavior. High resources normally prefer value; they use logical thinking in purchasing. But these are not brand loyal because they can buy any product, use it and go for the other.

**QUESTION#7:**

**Advertisement jingles “ek bili moti tazi thi” of Ding Dong Bubble Gum and “ay khuda mere abbu salamat rahain” of state life insurance policy. Are these memorable jingles can benefit the marketers? 3 Marks**

Yes, marketers can use these jingles in repositioning the products and also in launching new products. Because customers have attraction for these jingles.

(Further write yourself)

**QUESTION#8:**

**A person goes to a large store for shopping where more than 30,000 products are available. There are discount banners are also announcements of different products sounds. But the person didn't notice and still busy in managing his purchase. And after purchasing go out. What is the attitude of that person? 3 marks**

It can be:

- Perception in the mind of the customer about the product is positive
- Positive attitude for product
- Customer brand loyal