

Collected by Ulfat Abbas Jafery

MGMT728 Current midterm Papers attempted and composed

By
Ulfat Abbas Jafery

Paper 1

1. Today my papaer is consumer behavior
2. Scnario base question from brand loyalty
3. fred theory and neo theory
4. determine brand loyal and switch to other brand
5. personalty
6. Motivatin one question
7. oratory experiments over field experiments.

Paper 2

Dear fellows this is my paper for consumer behaviour

consumer behaviour mkt- 530 my paper

Q-1- Criteria measuring of brand loyalty? 5 marks

Q-2- High heavy users and low users consumer this question com with case study marks 5

Q NO:3- Cognitive personality traits related with case study 5 m

Q NO 4: One case study i have to explain customer value.

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Q NO 5: case study and i have to explain concept of me to branding. 3 marks

Q NO 6 : Case study product positioning related
others questions i forget .All paper is case study questions now
straight question

8 questions

5 questions = 3 marks

3 questions = 5 marks

Paper 3

My Paper of MKT530- Consumer Behavior, June 4, 2013, TIME:11:00AM

Q1: Make a comparison between Multi Segmentation approach and Single variable Segmentation approach?

Q2: TAG HEUR is a Swiss brand which basically deals in expensive luxury watches along with eye wear, accessories, and mobile phones. Most of its brand ambassadors are world over famous personalities like Shahrukh Khan, Michael Schumacher, Tiger woods, Brad Pit and Leonardo Dicaprio. Though Tag Huier also makes watches for female and its brand ambassadors are Cameron Diaz, Sushmita Sen and Priyanka Chopra but the marketer's emphasis more on male's ambassadors. Why product is related to personality. Give 2 reasons?

Q3: American refuses the passport of Pakistani because they think that they

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are terrorists. Like in Indian Movie "MY NAME IS KHAN, he said that my name is khan and I am not a terrorist". What do think about the perception of this attitude of American towards Pakistani?

Q4: Hyper star is the biggest departmental store in Lahore. They have introduced their brands in all the categories like soap, etc.... with their store name as brand name on it. They have placed all these items on the shelves near the well-known brands. What is the approach under the conditional theory and the influence of consumer behavior?

Q5: Some people use to play dangerous sports like free flying, car race, bike jumping etc. They put their life in danger while participating in such games. What are the risk involved in such sports and the motives behind going for such sports?

Q6: Levi's which is considered to be very tough so the personality trait is rugged. Hence Levi's is considered as ruggedness.....Mr. Cod – looks like a male characteristics which indicate that this will be stronger, courageous etc(I took these lines from handouts but in question such kind of examples were given). They asked me to tell why such characteristics of people relate to the products. Give 2 reasons? Simple about BRAND PERSONALITY was asked.

Q7: I forgot one question :(

Q8: It is not necessary that positive attitude towards brand always shows

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the buying behavior of that brand. What are the conditions in which attitude of buying behavior changes?

Paper 4

consumer behaviour mkt- 530 my paper

Q-1- Criteria measuring of brand loyalty? 5 marks

Q-2- High heavy users and low users consumer this question com with case study marks 5

Q NO:3- Cognitive personality traits related with case study 5 m

Q NO 4: One case study i have to explain customer value.

Q NO 5:case study and i have to explain concept of me to branding. 3 marks

Q NO 6 : Case study product positioning related

others questions i forget .All paper is case study questions now straight question

8 questions

5 questions = 3 marks

3 questions = 5 marks

Paper 5

My MKT 731 paper

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?

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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,

Paper 6

MKT731 CB CURRENT PAPER, PLEASE SHARE YOUR PAPER FOR THE BETTERMENT OF OTHERS. THANKS

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

Paper 7

3 questions of 5 marks

Segmentation, Targeting and positioning relationship and its importance

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Brand personality characteristics

Repeated advertisements on tv and its effect in brand image creation.

Paper 8

With solution Idea

Paper by MB120400124

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 etc

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 2nd option.

QUESTION#4:

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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 sparked in front of eye too quickly for the conscious mind to catch or notice. Such stimuli can, however,

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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 there 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:

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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

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