

MKT731- consumer behavior Final Term 30-07-2013

Q1. A research in rural area from women about birth control pills is to be conducted.... the topic is sensitive .. so which method of data collection u will suggest... give 2 arguments ... 3 marks.

Q2. In ad designed for children (like maggi noodles) the models are parents and in ad designed for teenagers (Ufone youth and Djuice) the friends group is taken. Why they selected them? Give 2 arguments. 3 marks.

Q3. Online shopping in Pakistan is still not yet developed. It is in growth stage. Why people don't trust online shopping websites. Give 2 reasons. 3 marks.

Q4. In your opinion is the culture of the world is getting similar or dissimilar. Give 2 arguments.

Q5. The Sensodyne toothpaste have simple ad with the dentist telling about sensodyne toothpaste for toothache and its benefits. Is this persuasive. Give 2 arguments. 3 marks.

Q6. 5 benefits of consumer joining a brand community. 5marks.

Q7. American children easily adopt new and different things.... where as Pakistani children feel shy and embarrassed while trying different things. Why is that so.... compare both the children.... 5 marks.

Q8. Today internet has amplified speed of information for all age group. In your opinion is the consumer socialization behaviour of children is affected? 5 marks

Q9. In relatives the trend of wedding management services are getting more in use. Why they are using this service. Share your 2 observations 5 marks....

Q10. Why the polio vaccination diffusion rate is low in north areas of pakistan. Give 2 arguments... 5 marks

Q11. The classical conditioning is passive theory. Is that true? Give 2 arguments to support your answer. ... 5 marks...

These questions are not in exact wordings.... all questions were scenario based.... so i remembered the basic points of the questions that were asked to answer.....