

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
CONSUMER BEHAVIOR; BA (H)-601 (PART B)
BBA – VII**

Date: June 16, 2015

Max Time: 90 Mins

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 06 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1. Why forming a consideration set is very important consideration for marketers?
- Q.2. Assumes an attitude regarding a smart phone and use this as an example to demonstrate each characteristic of attitudes.
- Q.3. What distinction among marketer dominated and non-marketer dominated sources of information?
- Q.4. Which of the stages of the family life cycle would constitute the most lucrative Segment/segments for the following products and services?
(a) Domino's pizza (c) Mutual funds
(b) Mobile telephones
Justify your answer.
- Q.5. Briefly explain cultural transfusive model?
- Q.6. As a marketing manager of a firm what external factors you will use and alter to promote your following products:-
(1) Jeans (3) Suitings / Dress material
(2) Sim card
- Q.7. Compare and Comment on the positioning strategy of following companies:-
a) Jazz v/s Ufone c) Lux v/s Safe Guard
b) Coca- cola v/s Pepsi d) Slanty v/s Lays
- Q.8. How does Maslow's need hierarchy explains consumer motivation? Which level of need can be used to motivate purchase of following products / services?
i. Multivitamin tablets iii. Pension plans
ii. Motor bikes

END OF SUBJECTIVE PAPER