

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES  
CONSUMER BEHAVIOR; BA (H)-601  
BS – VII**

**Date: July 12, 2016**

**Max Marks: 30**

**Max Time: 90 Mins**

**INSTRUCTIONS:**

- 1. Attempt any 3 questions. Do not write anything on question paper.**
- 2. Mobile phone(s) 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.**

- Q1 a) Define cognitive dissonance what is the role of dissonance in consumer decision making & how dissonance be overcome by consumer?  
b) Briefly explain cultural transference model & its importance in consumer behavior?
- Q2 Are fear appeals always effective in changing attitudes? Why? When a two sided message likely to be more effective than a one sided message?
- Q3 Personality plays vital role in the selection of many products. Explain any four personality traits and their impact on selection of at least 3 products?
- Q4 How is lifestyle segmentation useful in developing promotion campaigns?

**END SUBJECTIVE OF PAPER**