

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DECEMBER 2016; AFFILIATED COLLEGES
CONSUMER BEHAVIOR; BA (H)-601
BBA – VII

Date: January 4, 2017

Max Time: 2 Hrs

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the 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 Outline a simplified model of consumer decision making.
- Q2 What are the various types of problem recognitions & how marketer activate the problem recognition?
- Q3 Why forming a consideration set is very important consideration for marketers & briefly explain the process of evaluation of alternatives.
- Q4 Define culture? Why the study of culture is important for consumer behavior?
- Q5 Explain any two in detail:
- i- Classification of Motives
 - ii- Social Class
 - iii- Involvement

END OF SUBJECTIVE PAPER