

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGES
CONSUMER BEHAVIOR; BA (H)-601
BS – VII**

Date: July 4, 2017

Max. Time: 100 Mins

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper, EXCEPT the initials mentioned above.**
- 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.**

Q1 Define attitude and briefly explain the functions of Attitudes?

Q2 a) Discuss why cultural diversity may have impacts on consumer behavior in general?
b) Where do consumers get their values from?

Q3 How important it is for marketers to recognize consumer needs & discuss how companies can activate need recognition?

Q4 What do you mean about "forming the consideration set" explain in view of pre-purchase evaluation process?

Q5 Briefly explain the application of Psycho analytic theory in marketing of cars & fashion cloths?

Q6 What is Maslow's hierarchy of needs & how it's helpful to design need satisfying products?

END OF SUBJECTIVE PAPER