

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

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

Date: January 3, 2018

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 Consumer Behavior & outline a simplified model of consumer decision making?

Q2 Briefly describe the family life cycle characteristics & importance of FLC in marketing.

Q3 Define Culture. Why is the study of culture important to understanding the consumer behavior?

Q4 How lifestyle segmentation useful in developing promotion campaigns?

Q5 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.

Q6 Write short notes on any two of the following topics:

- i- Perceptual Interpretations
- ii- Post Purchase Behavior
- iii- Positioning Strategies

END OF SUBJECTIVE PAPER