

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
CONSUMER BEHAVIOR: BA (H) – 601
BS – VII

Date: January 8, 2011

Max Time: 2.5 Hrs

Instructions: Attempt any 4 questions

Max Marks: 45

- Q.2. Discuss in brief the various need theories. What is the influence of these theories on consumer motivation?
- Q.3. Define Market Segmentation. In how many ways it can be classified? Discuss briefly the demographic segmentation.
- Q.4. What are the different steps in the consumer decision making process? Discuss briefly.
- Q.5. Describe personality theories and explain how effective marketing strategies are influenced by life style characteristics.
- Q.6. Write short notes on any two:
1. Product Positioning
 2. Post purchase behavior
 3. Marketing mix

WISH YOU GOOD LUCK

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KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES
CONSUMER BEHAVIOR: BA (H) – 601
BS – VII

Date: June 17, 2010
Instruction: Attempt any 5 questions

Max Time: 3 Hrs
Max Marks: 60

- Q.No.1. Describe in brief the various need theories. What is the influence of these theories on consumer motivation.
- Q.No.2. Explain the nature of consumer attitude. Also, elaborate on the role of different attitudes in developing a marketing strategy.
- Q.No.3. How does a consumer decide when making a specific product purchase. Also, explain a consumer's post purchase behavior.
- Q.No.4. Describe personality theories and explain how effective marketing strategies are influenced by life style characteristics.
- Q.No.5. Define, perceptual selection and perceptual interpretation. Additionally, elaborate on the relation between consumer behavior and price perceptions.
- Q.No.6. What is the process of market segmentation and how is a product positioned in the market.