

2day's paper (MKT530)

Quite eazy...

46 mcqs, 4 short questions of 3 marks each, 5 questions of 5 marks each, Mcqs mostly from (communication, culture, innovation types, late night packages, spokesperson, Celebrity, Global brand n strategies))

1. Celebrity of Global Image or local celebrity? 5 marks

2. Cognitive View Theory? 5 marks

3. Social Mobility in Pak and America? 5 marks

4. Credibility of Celebrity 5 marks

5. differentiate interests of Opinion Leader and Market maven? 5 marks

1. internet maven have more influence on their families. 3 marks

2. Disney world ads seek to encourage specific age group to visit their theme parks without their children for a special vacation. In your opinion they are targeting which age group/generation? Elaborate the rationale behind your answer? (3 marks)

(Marks 3)

-----Contact 4 heLp-----Regards!

My today paper (MKT530)

Total 46 questions

Mcqs some were easy and some were difficult

Subjective were

1. Differentiate interests of Opinion Leader and Market maven (5)
2. Social Mobility in Pak and America (5)
3. Samina wants to buy a microwave oven then she went to the market and purchased the oven so what role is played by samina. (5)
4. Contrast between opinion leader and surrogate buyers (5)
5. One question was about global market (3)
6. How can a company understand other's country culture, something like that (3)
7. One question was from adoption process (3)

my Today midterm paper

How can a manufacturer of automobiles use needs of consumers to target his market? Illustrate briefly.

How can Classical Conditioning Approach be applied in advertising a brand?

To promote a washing machine to men, what a marketer should do as per Split Brain Theory.

A premium brand of glassware in Pakistan started a promotional scheme to give discounts in industrial exhibitions. This gave a sudden boost to their sales but ultimately the company ended in a great failure. Analyze the situation and discuss what could be the reasons for this failure?

How the Decision Making Model to purchase household items is different from Innovation Adoption Model.

**Permalink Reply by Muhammad Sameer Aslam on March 11, 2014 at 1:19pm
Mcqs were mixed but overall good.**

- 1-Cognitive dissonance theory
- 2-Telephone is which type of product in product innovation category
- 3-Terms used to study foreign culture
- 4-late night packages and sms are because of social setup or excess advertising
- 5-Internet maven influence their families why
- 6-Telephone dynamic innovation factors of 19th century discuss briefly
- 7-Shopping groups are important for marketers discuss?

Today on 26 Feb was my paper.

there were 54 mcqs

Questions are as follows:

1. Suppose you migrate to another city having a totally different culture. Now there are three basic ways through which you learn culture over the period of time. Explain these ways in your own words?

2. A set of products is given below identify the type of innovation for each product.

Mini Van

Television

Auto-Radial Phone

3. Disney World ads seek to encourage specific age groups to visit their theme parks without their children for a special vacation. In your opinion they are targeting which age group/generation/ Elaborate the rationale behind your answer.

4. How can a brand be associated with the "feeling of pleasure" using a classical conditioning approach in advertising?

5. Communication is considered to be one of the most important areas to be focused by the marketers. What various benefits can a marketer get by communication?

6. Social mobility is a concept which is closely related with the social classes of society. Explain this concept in the context of Pakistani culture and American culture?

7. Some Pakistanis think of their society as a modernistic social system. Are they right or wrong?

Discuss by elaboration the characteristics of a modernistic social system.

MCQs were mixed but overall good.

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