

Midsem exam question bank

- 1) Analyze the concepts of market positioning and positioning strategies; how do they influence a company's competitive advantage? (L3 - Analyze)
- 2) Evaluate the significance of revenue and earnings per share (EPS) in determining a company's financial health and valuation. (L4 - Evaluate)
- 3) Discuss the importance of market segmentation; what key criteria must be met to ensure effective segmentation? (L2 - Understand)
- 4) Examine the consumer decision-making process; how do consumers evaluate and choose products or services? (L3 - Analyze)
- 5) How can understanding the determinants of consumer behavior help marketers develop targeted strategies to influence purchasing decisions? Provide examples to support your answer. (L4- Analyze)
- 6) Compare and contrast the quantitative and qualitative approaches in studying consumer behavior, highlighting their strengths and limitations in capturing consumer insights. (L4- Analyze)
- 7) What ways does the nature of consumer behavior impact marketing strategies, and how can recognizing current trends help businesses adapt effectively? (L3- Application)
- 8) Analyze how interdisciplinary dimensions such as psychology, sociology, and economics etc collectively shape consumer behavior and decision-making processes. . (L4- Analyze)
- 9) Evaluate the differences between high and low involvement purchase decisions in consumer behavior, considering the implications for marketing communication strategies. (L5- Evaluation)
- 10) Identify and explain the various buying roles involved in the scenario of shopping for a shirt for your father, illustrating how each role influences the purchasing process. L4- Analyze)

12) Describe the key components and flow of the Nicosia model, highlighting how consumer attitudes influence purchasing decisions. (L4)

13) Classify and compare two contemporary consumer behavior models, discussing their approaches to understanding consumer decisions. (L4)

14) Describe how the traditional model explains consumer decision-making processes and identify its limitations. (L4)

15) Compare two different consumer behavior models, emphasizing their methodologies and applications. (L4)

16) Describe the interaction between the consumer and the marketer in the Nicosia model, including a schematic diagram. (L5)