

Consumer Behaviour Exam Paper

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Answer Key: Consumer Behavior (80056) Duration examination: 180 minutes. Evaluation table. Question Topic Total points. Item Points. 1 Consumer Behavior & Behavior Modification 10 a 6 b 4. 2 Value Creation 10 10. 3 Irrational Behavior 10 a 5 b 5. 4 Social Media & Marketing 10 10. 5 Customer-Based Brand Equity 10 a 4 b 6 c 5 d 5

Exam 1 January 2015, questions and answers - consumer behavior
University Of Pune Question Paper M. M. M. (Semester - I) Examination - 2012 CONSUMER BEHAVIOUR (New 2008 Pattern) Time : 3 Hours] [Max. Marks : 70 Instructions : (1) Attempt any five questions. (2) All questions carry equal marks. Q.1) Define Consumer Behaviour. Also discuss the steps of the extended Decision- making Process.

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3. Explain how models of consumer behaviour can contribute to the development of marketing campaigns. 4. Discuss the main internal and external influences that could affect organisational decisions. 5. Explain and make recommendations to the main influences on consumer behaviour and provide examples to support your recommendations.

Consumer Behavior (Strategy First) - Exam Questions
Consumer Behavior is a study of the processes involved when individuals use, purchase, select, or dispose of products, services, needs, desires and ideas. The consumer is the person that uses the product while the customer is the person that purchases the product; they may or may not be the same person.

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Consumer Value Framework (CVF) represents consumer behaviour theory illustrates factors that shape consumption-related behaviours and ultimately determine the value associated with consumption. Internal influences are things that go on inside of the mind and heart of the consumer or that can be thought of as part of the consumer: such as the psychology and personality of the consumer.

Exam revision, questions and answers - StuDocu
JUNIORPROFESSUR CONSUMER BEHAVIOR EXAM: CONSUMER BEHAVIOR WINTER TERM 2013/14 LECTURER: JUN.-PROF.DR.HOLGER MÜLLER ID: 20322 - INFORMATION SHEET - Before you receive the stapled question sheets: Please fill in your name as well as your matriculation number and faculty with clearly reada- ble writing on the answer sheet on the back of this information sheet as well as the already handed

EXAM: CONSUMER BEHAVIOR W 2013/14 LECTURER UN ROF DR ...
a. Consumer behavior b. Consumer interes t c. Consumer attitude d. Consumer perception Answer: B 3. ----- is a branch which deals with the various stages a c onsumer goes through before purchasing products or services for his end use. a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception

18 UBM 620 -CONSUMER BEHAVIOUR UNIT -I Answer: A Answer: B ...
c. Consumer adoption d. Product 5. It refers to unique set of brand associations that brand strategist aspires to create or maintain: a. Branding b. Packaging c. Brand identity d. Brand image Sample Exam Examination Paper MM.100 This section consists of multiple choices & short answer type questions. Answer all the questions.

Sample Examination Paper of Marketing Management
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