 **SEMESTER Spring 2021**



**INTRO TO MARKETING**

**(IMK 351) Quiz # 5**

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**Q 01. What role do the four Ps play in consumer behavior?**

**A:** The four Ps are built around the target market; these four Ps create a “package” that attempts to attract the targeted consumers.

**Q 02. Give an example of a cultural shift that may impact the marketing of products or services.**

**A**. From time to time, for example, Americans develop a “fitness craze” that generates increased marketing of exercise equipment and gear and decreased marketing of fast food.

**Q 03. Why might the Asian American market be the most viable targeted group for a new marketer of products?**

**A**. Asian Americans are among the least brand-loyal consumers; they change brands more often compared with other groups.

**Q 04. How might consumers in their twenties measure social class differently than consumers in their fifties?**

**A:** Consumers in their twenties may pay more attention to the type of car driven, clothing brands worn, and accessibility to high-tech gadgets. Consumers in their fifties may especially notice house type, neighborhood, income, and source of income.

**Q 05.**  **List two factors that may allow an individual to move to a higher social class in the Pakistan.**

**A:** Such factors may include a change in income or source of income and increased education.

**Q 06. Give an example of a product for which buzz marketing may not be necessary.**

**A:** Buzz marketing may not be necessary for products with very little competition or for products that strongly complement the sale of another product.

**Q 07.  Give an example of how changes in family life-cycle stages may change a marketer’s promotional strategy.**

**A** In TV ads, for example, the marketer who portrays a typical family with the father, mother, and children is alienating childless couples, same-sex couples, and single parents; once a group feels alienated it may become difficult for the marketer to reach that group in the future.

**Q 08.**  **Explain how lifestyles may be developed.**

**A:** Answers will vary. Many individuals may believe that lifestyles are molded by the way individuals are raised and as a result of life experiences.

**Q 09. How is a brand personality developed?**

**A:** A brand personality is the specific mix of human traits that may be attributed to a particular brand.

**Q 10. Explain why selective attention is not controllable by a marketer.**

**A:** A marketer cannot guarantee that a consumer will pay attention to or remember a specific ad, for example; numerous stimuli affect a consumer’s level of attention.