

VU LEARNING HUB

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HIGHLIGHTED HANDOUT

MKT530

Consumer Behaviour

MKT530 by VU Learning HUB

Prepared for VU students • Free study resources

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Mcqs were very easy and the questions were:

1.About segmentation 3 m

2. Tri-component model 3m

3. conditional classic theory 5m

4.about re-positioning 3 m

5.about attitude toward behavior. 5m

in short paper is v.easy mcqs from the handout and conceptual but easy.

1: tobacco company launches new product menthol cigarette.suggest model to diffuse this new innovative product in market.3 mrks

2: how can marketers market a washing machine to men?3 mrks.

3: foot in the door technique pay identification based question tha.5 mrks.

remaining 2 long question

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