

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (IB) – SEMESTER III – EXAMINATION – WINTER 2019

Subject Code: 1539311

Date: 02/12/2019

Subject Name: Global Perspective on Consumer Behaviour

Time: 10.30 am to 01.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Support your answers with relevant examples wherever applicable.

Q. No.	Question	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Consumer behavior (b) Consumer ethnocentrism (c) Attitude (d) Reference group (e) Self image (f) Brand personality (g) Post purchase evaluation	14
Q.2	(a) How can you as a marketer, develop successful online marketing strategies with insights from understanding consumer behavior? (b) Explain the Howard Sheth model citing a purchase you recently made.	07 07
	OR	
	(b) How will you search for information about a new mobile phone you want to purchase? How would you recognize the need for a new mobile phone?	07
Q.3	(a) Explain the purchase decisions associated with the consumer decision making process. (b) How does an understanding of consumer perception help a marketer in formulating pricing and branding decisions?	07 07
Q.3	(a) Which theories of learning would explain how consumers in India are learning about global trends, products and brands? (b) What is the implication of the family buying decision model?	07 07
Q.4	(a) Explain motivation and its implications in understanding the consumption of foreign brands in apparels. (b) How does consumer behavior adapt to different FLC stages? Explain with justifiable examples.	07 07
	OR	
Q.4	(a) How are consumers adopting to new global cultural trends? (b) How does the study of a foreign country's consumers' behaviour help a marketer to formulate market segmentation and positioning strategies?	07 07

Q.5

Danish, an entrepreneur, is planning to open an Indian fast food restaurant in Hong Kong. He wants to cash in on the huge population of busy professionals who usually don't have the time for a sit-down meal. They prefer instead to grab a bite on the go. Danish has done his fair share of research, and found that though fast food restaurants cater to the need for a quick bite, consumers feel guilty of indulging in what they thought was "unhealthy". Danish conceptualized a place that will offer a quick bite as a healthy alternative, so consumers would not have to suffer from guilt. Danish is looking at establishing based on trust with his customers.

- (a) What kind of consumers would be happy with Danish's concept? **07**
- (b) What would motivate a consumer to eat at Danish's restaurant? Identify the key motives. **07**

OR

- Q.5**
- (a) How can Danish create a positive perception and positioning for his concept? **07**
 - (b) How can Danish conduct a research to understand consumers' reactions for his concept? **07**
