Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 2830101   **Date:07/12/2018**
Subject Name: 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.

Q. No.	Question Text and Option	6

Q.1 (a)

1. Social class group which earns through exceptional ability is best classified as:

   A. Upper middles   B. Working class
   C. Lower uppers   D. Upper uppers

2. Person's own living or interacting and acting pattern is classified as:

   A. Lifestyle   B. Personality
   C. Self-Concept   D Social Class

3. Tendency to which results of innovation are communicated to others is classified as:

   A. Relative Advantage   B. Divisibility
   C. Communicability   D. Compatibility

4. Customers keeping such information that supports their attitudes towards brand is classified as:

   A. Selective Attention B. Selective Distortion

   C. Selective Retention D. All of the above

5. Well-known brand 'Apple' is related to brand personality trait of

   A. Ruggedness   B. Competence
   C. Sophistication   D. Excitement

6. Needs of customers are triggered by

   A. Internal Stimuli   B. External Stimuli
   C. Both a & b   D. None of the above

Q.1 (b) Explain the following terms: **04**
   1. Symbolic Group
   2. Co-branding
   3. Absolute threshold
   4. Mass Marketing

Q.1 (c) Explain concept of Market segmentation.   **04**

Q.2 (a) Compare and contrast the four views of consumers' decision making.   **07**

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OR

(b) An Innovation- Smart Watch have started gaining popularity. Which are the factors that would influence the adoption of Smart Watches? **07**

Q.3 **(a)** Explain how the Maslow's theory of motivation can help marketers plan their communication strategies. **07**

(b) Define culture. Explain the different characteristics of culture with examples, for consumer behaviour. **07**

OR

Q.3 **(a)** Define consumer behaviour. Why is the study of consumer behaviour important for marketers? **07**

(b) What is opinion leadership? What are the characteristics of an opinion leader? **07**

Q.4 **(a)** Explain briefly the Freudian Theory of Personality. **07**

(b) You are the marketing manager of Citibank's Online Banking Division. How would you apply the concepts of providing value and customer satisfaction and retention to designing and marketing effective online banking? **07**

OR

Q.4 **(a)** Explain Classical Conditioning theory of learning and its application in marketing. **07**

(b) Specify both innate and acquired needs that would be useful bases for developing promotional strategies for: **07**
   a. Global Positioning Systems
   b. Harley-Davidson Motorcycles

Q.5 If you live in Hong Kong, there is a new way that you can keep tabs on your **14** children and their Nanny while you're out of the house. New World Mobility, a cellular telephone provider in that city, has a new service for working parents. Home Care Mobile Viewing Service allows the subscriber to view real-time video through a cell phone. A high-speed Internet connection links a home computer's Webcam to a cell phone that is capable of showing video clips of footage of the home's interior space. Over 75% of Hong Kong's population have cell phones, and about 30% of all households have broadband connections.

The Service is being targeted to working women living in Hong Kong, many of whom have domestic helpers to take care of their children during working hours (most middle-class families in Hong Kong are two-income families). Although the service intends to provide parents with peace of mind, it could work equally well for pet owners.

Q.1) Could this service be equally successful in Mumbai, New York or Sydney? Justify your answer.

Q.2) Would it be more difficult for different cultures to accept a new food product or New Mobility's Home Care Mobile Viewing Service? Why?

OR

Q.5 Describe the five stages of the traditional family life cycle. Also, identify the **14** most potential stage to target for the following products and services.:
     a.   Sports Cars
     b.   Diamond jewelry

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