

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018**Subject Code: 3539211****Date: 07/12/2018****Subject Name: Consumer Behavior (CB)****Time: 10:30 am – 1:30 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.		Marks
Q.1	Define following terms. (a) Rational Motive (b) Dogmatism (c) Absolute Threshold (d) Subliminal Perception (e) Extensive Decision Making Buying (f) Opinion Leadership (g) Consumer Socialization	14
Q.2	(a) At present New Business startups are getting more popularity among fresh post graduates of B-schools due to policies and economic environment supporting the same. Explain importance of Social Media Marketing and consumer behavior for new startups. (b) Describe types of Qualitative Research with suitable examples.	07 07
	OR	
	(b) What are some rituals (religious, educational, social) that you have experienced? How Indian culture is different from rest of the world for any of the marketer?	07
Q.3	(a) Describe Freudian and Neo-Freudian Theories in detail. Which of these both; is more applicable for current digital age; to understand young shoppers' mindsets? (b) How Perception takes place in individual's mind about products and brands? How one organizes the things remembered and perceived and use this knowledge while buying as per interpreted in one's evoke set?	07 07
	OR	
Q.3	(a) Explain components of communication. (b) How regional and religious sub cultures differ from one another in India? Consider two states of India to exemplify the strategic differences as per consumption behavior of different sub cultures.	07 07

- Q.4** (a) Narrate Tri-Component Attitude Model. **07**
(b) Explain Family Life Cycle Stages and consumption pattern as per the stages. **07**

OR

- Q.4** (a) Explain 'Theory of Trying to Consume' and Theory of 'Attitude – Towards-the-Ad Model'. **07**
(b) Explain practical applications of different self-image concepts. **07**

Q.5 CASE STUDY:

Mark Christian: a fresh MBA wishes to join his uncle Jimmy's Female Perfume Brand "Pink Fairy" based at Gandhinagar. Jimmy has captured the market of Ahmedabad, North Gujarat and South Gujarat. He wishes to expand the market across metros and all major cities of India for his brand "Pink Fairy" and he also wishes to launch new products in his product line. There are many established brands in India presently which are advertising their brands on almost all the platforms as TV, FM radio, Billboards and News Paper advertisements. They have reached in the top of the mind slot of the customers due to repeated attractive advertisements. Some of the brands like "Fogg" has done well as strong punch line like "Kya chal raha hai?" Due to constraint of investment Mark suggested Jimmy to cover rural and sub-urban areas of the nation. Now both are in the dilemma for effective market segmentation and targeting for the brand.

- (a) Explain types of Segmentation. Which type is applicable for the case? **07**
How?
- (b) Narrate criteria for effective targeting of market segments. How it is applied to this case? **07**

OR

- Q.5** (a) What would you suggest to Jimmy and Mark as per your knowledge of Consumer Behavior and Segmentation? **07**
- (b) For Positioning of the brand Pan India; suggest your ideas for effective communication and advertising strategies. **07**
