

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA – SEMESTER 3 – EXAMINATION – WINTER 2016****Subject Code: 2830101****Date: 03/01/2017****Subject Name: Consumer Behavior (CB)****Time: 02:30 pm to 05:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Objective Questions **6**
- When a company can deliver customized messages to a small market segment on an ongoing basis, this process is called:
1. A. Narrowcasting B. Broadcasting
C. Positioning D. Social responsibility
- The idea that consumers seek out messages that they consider pleasant and avoid messages they consider threatening is called:
2. A. Selective attention B. Perceptual defense
C. Selective exposure D. Perceptual blocking
- Which attitude theory studies how consumers assign causality to events on the basis of their own behavior or on others' behavior?
3. A. Utilitarian theory B. Cognitive dissonance theory
C. Attribution theory D. Defensive attribution theory
- The process by which children acquire the knowledge, attitudes, and experiences that are necessary to become a consumer is called:
4. A. Social status B. Class consciousness
C. Coshopping D. Consumer socialization
- When MP3 players were first introduced, what type of product innovation did that product represent?
5. A. Market oriented B. Dynamically continuous
C. Continuous D. Discontinuous
- When a consumer's attention and retention start to decline after that consumer has watched a TV commercial several times, this is called:
6. A. Advertising wearout B. Hemisphere lateralization
C. Instrumental D. Information processing learning
- Q.1 (b)** Explain the following terms /Concepts with Practical examples. **04**
1. j.n.d.
 2. Consumer belief
 3. Enculturation
 4. Focus group
- Q.1 (c)** Explain segmentation, targeting and positioning. **04**
- Q.2 (a)** Explain the significance of studying consumer behavior, from the marketer's viewpoint. **07**
- (b)** Explain Maslow's hierarchy of needs with reference to motivation and state examples of how marketers position their offerings for different levels of the hierarchy. **07**

- (b) Explain the stages of the traditional Family life cycle with relevant examples of offering targeting each stage. **07**
- Q.3** (a) Explain the classical conditioning theory of learning, with its marketing applications. **07**
- (b) Prepare a questionnaire to measure the attitude towards the brand – ‘Patanjali’, as per the tri-component model of attitude formation. **07**
- OR**
- Q.3** (a) Which are the various components of a consumer’s self-image? Explain in detail. **07**
- (b) Citing examples, explain the applications of the understanding of consumer perception to marketing. **07**
- Q.4** (a) How can a marketer strategize for changing consumer attitudes? Explain with examples. **07**
- (b) Which are the various dimensions of brand personality as per the Jennifer Aaker framework? For each dimension, explain in detail the personality of a brand of your choice which you think scores high on that dimension. Consider a different brand for each dimension. **07**
- OR**
- Q.4** (a) Why is it necessary for marketers to study social class of the consumers? How can social class be measured? **2+5**
- (b) Which theory of learning is best applicable to the purchase of a car? Elaborate. **07**
- Q.5** You have recently purchased a new smartphone (within the last 6 months), which has VoLTE capabilities. Upon the recent launch of Reliance Jio (4G), you availed of the free offer by procuring a SIM. You are delighted by the speed and connectivity of the 4G service and are thinking of permanently porting to Jio from your existing service provider. But you have also realized that 4G usage is taking its toll on the battery life of your phone, and you have to recharge your phone at least twice daily. Thus, you feel the need for some sort of battery backup, as you do not want to purchase another phone. Based on this situation, simulate the process of consumer decision making that you would take to resolve your problem. You are required to include all the five stages of the consumer decision making process. **14**
- OR**
- Q.5** Explain the Howard-Sheth model, citing a real / hypothetical purchase decision. You are expected to draw the detailed model and explain all the components of the decision making process. **14**
