www.FirstRanker.com

www.Fir	stRanker.co	n
nrolment No		

Seat No.:

Q.2 (a)

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER 3 - EXAMINATION - WINTER 2018								
Subject Code: 2830101			Date:07/12/2018					
Ti	me: 1	Attempt all questions.	I		Total Marks: 70			
	2. 3.	_		· ·				
Q. No.			Questi	on Text and Option	6			
Q.1 (a)	Soci	al class group which earns	throug	th exceptional ability is best cla	ssified as:			
1	A.	Upper middles	B.	Working class				
1.	C.	Lower uppers	D.	Upper uppers				
	Pers	on's own living or interacti	ing and	l acting pattern is classified as:				
2.	A.	Lifestyle	B.	Personality				
	C.	Self-Concept	D	Social Class				
	Ten	dency to which results of in	nnovat	ion are communicated to others	is classified as:			
3.	A.	Relative Advantage	B.	Divisibility				
	C.	Communicability	D.	Compatibility				
		tomers keeping such inforr sified as:	nation	that supports their attitudes tow	vards brand is			
4	A.	Selective Attention	B.	Selective Distortion				
4.	C.	Selective Retention	SD.	All of the above				
	Wel	l-known brand 'Apple' is re	elated 1	o brand personality trait of				
5.	A.	Ruggedness	B.	Competence				
	C.	Sophistication	D.	Excitement				
	Nee	ds of customers are trigger	ed by					
6.	A.	Internal Stimuli	B.	External Stimuli				
	C.	Both a & b	D.	None of the above				
Q.1	(b)	Explain the following ter 1. Symbolic Group 2. Co-branding 3. Absolute threshol 4. Mass Marketing			04			
Q.1	(c)	Explain concept of Mark	et segr	nentation.	04			

07

Compare and contrast the four views of consumers' decision making.



OR

	(b)	An Innovation- Smart Watch have started gaining popularity. Which are the factors that would influence the adoption of Smart Watches?			
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: a. Global Positioning Systems b. Harley-Davidson Motorcycles	07		



FirstRanker.com

Outstranker you live in Hong Kong. Hest kanker con that you want First hanker world Mobility a 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?

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

14