

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA INTEGRATED/MAM - SEMESTER– VII EXAMINATION – SUMMER 2021****Subject Code: 2577111****Date: 10/08/2021****Subject Name: Consumer Behaviour****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) Write a note Consumer Buying Behavior Model. **07**
 (b) Explain Levels of Consumer Decision Making with examples. **07**
- Q.2** (a) Explain the theory of Maslow's Hierarchy of Needs. **07**
 (b) Which are the various components of a Consumer's Self-image? Explain in detail. **07**
- OR**
- (b) Write a note on Freudian theory of personality. **07**
- Q.3** (a) Which are the various ways available for Extending Self-image? **07**
 (b) What is Just Noticeable Difference? How this concept can be used by a cake making company to packaging, pricing and promotion when ingredient and material costs are increasing. **07**
- OR**
- Q.3** (a) Explain the Classical Conditioning Theory of Learning, and its marketing applications. **07**
 (b) Explain the Tri-component Model of Attitude Formation. **07**
- Q.4** (a) Explain Attitude towards AD Model with suitable diagram. **07**
 (b) Compare and Contrast Subliminal Perception and Supraliminal Perception with example. **07**
- OR**
- Q.4** (a) Explain and Elaborate Characteristics of Culture. **07**
 (b) List Four Elements of Diffusion Process and Explain in detail. **07**
- Q.5** (a) Explain how marketers position their offerings keeping in mind the Family Life Cycle with appropriate example. **07**
 (b) Write a note on approaches available to measure social class. **07**
- OR**
- Q.5** (a) Explain in detail Howard Sheth model of consumer behavior. **07**
 (b) An innovation – Home Theatre System have started gaining popularity. Which are the factors that would influence the adoption of Home Theatre System? **07**
