

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Integrated - SEMESTER– VII EXAMINATION – SUMMER 2022**

**Subject Code: 2577111****Date: 02/06/2022****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) List and explain how new technologies are enabling marketers to understand and satisfy consumer needs in a better way than before **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**
- Q.2** (a) What is Consumer Research? Explain Consumer Research Process in detail. **07**
- (b) Explain bases for segmentation in detail with suitable examples **07**
- OR**
- (b) Explain the concept of consumer self-image in detail. **07**
- Q.3** (a) How marketers can position their offering on the basis of family life cycle stage? Explain with examples. **07**
- (b) A local restaurant is facing trouble in attracting customers due to its poor image. Explain strategies to change attitude of customers towards the restaurant. **07**
- OR**
- Q.3** (a) Explain the factors influencing adoption of new Innovation in India? **07**
- (b) Narrate Tri-Component Attitude Model. **07**
- Q.4** (a) Explain consumer decision making process in detail for buying a product of your choice **07**
- (b) Describe Freudian and Neo-Freudian Theories in detail. **07**
- OR**
- Q.4** (a) Why is it necessary for marketers to study social class of the consumers? How can social class be measured? **07**
- (b) Discuss the principles of Classical Conditioning with suitable example. **07**
- Q.5** (a) Explain Values of Indian Culture. How Indian culture is different from rest of the world for any of the marketer? **07**
- (b) Explain 'Theory of Trying to Consume' and Theory of 'Attitude – Towards-the-Ad Model' **07**
- OR**
- Q.5** (a) You are purchasing Life Insurance for the first time, what are different types of risk you may perceive with making purchase decision? How would you handle the risk? **07**
- (b) Describe personality trait theory. Give five examples of how personality traits can be used in consumer research. **07**

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