

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 4539211**Date: 15-07-2022****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 Explain the meaning of the following terms. **14**

(a) Customer Value
 (b) Day dreaming
 (c) AIO
 (d) Neuromarketing
 (e) Consumerism
 (f) Self-image
 (g) Visualizer

Q.2 (a) Define Consumer Behavior. Why is the study of Consumer Behavior is important for marketers? **07**

(b) Why marketers are sometimes “forced” to reposition their products or services? Illustrate your answers with examples. **07**

OR

(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.3 (a) Explain the concept trio of needs. How are they useful in understanding consumer motivation? Explain with examples. **07**

(b) Describe personality trait theory. Give four examples of how personality traits can be used in consumer research. **07**

OR

Q.3 (a) What are attitudes? Explain tri-component attitude model with proper examples. **07**

(b) How can the principles of classical conditioning be applied to the development of marketing strategy. **07**

Q.4 (a) What is Consumer Learning? Explain the elements of consumer learning in detail. **07**

(b) Explain different stages of the adoption process with proper examples. **07**

OR

Q.4 (a) What is Social Class? Explain subjective measures and objective measures of social class. **07**

(b) What is a Consumer Decision? Explain the levels of consumer decision making with proper example. **07**

Q.5 CASE STUDY:

Martin Incorporation was involved in the cosmetics and the perfume business. The company was following the product concept of marketing and catered only to their existing customers, while paying no attention to the changing needs and demands of the consumers.

A marketing graduate named Jimit, joined the company and advised the company about necessary changes that must be made in the product on the basis of changing taste and preferences of consumers to successfully sell the company's products.

Mr. Jimit modernized the product and spent about 50 lakhs on packaging etc. on the basis of relevant income and social factors that affect the consumers.

The product manager and the assistant manager were not happy with the efforts made by Mr. Jimit as even after six months of implementation of suggested changes; the company was not able to achieve effective growth in sales.

The product manager and the assistant manager were of the opinion that although some progress was made by Mr. Jimit, yet many important factors effecting consumer behavior were also neglected by him.

- (a) Do you agree with the statement made by product manager and the assistant manager that "Many important factors effecting consumer behavior were also neglected by Mr. Jimit" ? Justify your answer. **07**
- (b) As a product manager, How do you explore out the other markets to increase sales? **07**

OR

- Q.5**
- (a) Do you think that Mr. Jimit should focus on marketing concept instead of product concept and market product accordingly? **07**
 - (b) How can the market of cosmetics be segmented effectively? **07**
