GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED– SEMESTER - VII EXAMINATION- SUMMER-2023

Subject Code: 2577111   **Date: 19/06/2023**
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.
    4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1	**(a)**	What do you mean by consumer behavior? Mention the various marketing concepts in reference to consumer behavior.	**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)**	Explain the Consumer decision process with examples.	**07**
	(b)	Explain the relationship between Customer Value, Satisfaction, Trust and Retention.	**07**
		OR	
	(b)	Which are the various components of a Consumer's Self-image? Explain in detail.	**07**
Q.3	**(a)**	Explain the Classical Conditioning Theory of Learning, and its marketing applications	**07**
	(b)	How marketers can position their offering on the basis of family life cycle stage? Explain with examples.	**07**
		OR	
Q.3	**(a)**	A local Cafe is facing trouble in attracting customers due to its poor image. Explain the strategies to change attitude of customers towards the Cafe.	**07**
	(b)	Explain the concept of Trio of needs. How are they useful in understanding consumer motivation? Explain with examples.	**07**
Q.4	**(a)**	Explain in detail Howard Sheth Model of Consumer Behavior.	**07**
	(b)	Explain perception and the elements of perception.	**07**
		OR	
Q.4	**(a)**	Explain how the Indian culture and specific subculture are having an impact on our consumption decision and choices using relevant and adequate examples.	**07**
	(b)	Discuss the Diffusion Process with the barriers.	**07**
Q.5	**(a)**	List and explain the important characteristics of the below personality theories: i) Freudian theory ii) Neo Freudian theory and iii) Trait theory	**07**
	(b)	Explain concept of Neuromarketing.	**07**
		OR	
Q.5	**(a)**	What is Socialization? Discuss the nature of Social Class.	**07**
	(b)	Describe personality trait theory. Give five examples of how personality traits can be used in consumer research.	**07**

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