

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA(INTEGRATED)- SEMESTER- VII EXAMINATION – WINTER 2020****Subject Code:2577111****Date:02/01/2021****Subject Name:Consumer Behaviour****Time:10:30 AM to 12:30 AM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

- Q.1** (a) Explain the concept of Trio of needs. How are they useful in understanding consumer motivation? Explain with examples. **07**
- (b) As a marketer how will you use the principles of classical and instrumental conditioning for the development of your marketing strategies **07**
- Q.2** (a) Which are the various components of a consumer's self-image? Explain in detail. **07**
- (b) Explain the stages of the traditional Family life cycle with relevant examples of offering targeting each stage. **07**
- Q.3** (a) With relevant and adequate examples. explain how the Indian culture and specific subculture are having an impact on our consumption decision and choices. **07**
- (b) Explain the Howard-Sheth model, citing a real / hypothetical purchase decision. You are expected to draw the detailed model and explain all the components of the decision making process. **07**
- Q.4** (a) Explain the theory of learning applicable to the purchase of a Car. **07**
- (b) Why is it necessary for marketers to study social class of the consumers? How can social class be measured? **07**
- Q.5** (a) Citing examples, explain the applications of the understanding of consumer perception to marketing. **07**
- (b) Explain segmentation, targeting and positioning **07**
- Q.6** (a) List and explain the important characteristics of the below personality theories : **07**  
i)Freudian theory ii) Neo Freudian theory iii) Trait theory
- (b) Explain Diffusion of Innovation in detail. **07**
- Q.7** (a) Explain concept of Neuromarketing. **05**
- OR**
- Q.7** (a) Write a note on the factors influencing adoption of a new innovation. **05**

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