

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2020****Subject Code:3539211****Date:06/01/2021****Subject Name:Consumer Behaviour (CB)****Time:10:30 AM TO 12.30 PM****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 following terms: **06**
(a) Just noticeable difference
(b) Tri-component model of attitude
(c) Comparative Advertisement
- Q.1 b** Explain following terms: **06**
(a) Customer Innovativeness
(b) Absolute Threshold
(c) Qualitative & quantitative research
- Q.2** (a) Prepare a questionnaire to measure consumer attitude towards services of Amazon. **06**
(b) You want to buy a new mobile phone. Explain consumer decision making process that you will go through in order to purchase a new mobile phone. **06**
- Q.3** (a) What are the bases for market segmentation? Explain with suitable examples. **06**
(b) How can a marketer use classical conditioning and instrumental conditioning theory to improve its brand? Explain citing examples. **06**
- Q.4** (a) What is consumer self-image. Explain in detail. **06**
(b) You are purchasing Laptop for the first time, what are different types of risk you may perceive with making purchase decision? How would you handle the risk? **06**
- Q.5** (a) How marketers can position their offering on the basis of family life cycle stage? Explain with examples. **06**
(b) A local restaurant is facing trouble in attracting customers due to its poor image. Explain strategies to change attitude of customers towards them. **06**
- Q.6** (a) How development of new technology can affect marketing strategies of a company. Explain citing examples. **06**
(b) Electric vehicles are not so popular in India. What are the factors influencing adoption of new Innovation? **06**

Q.7

Case Study: Apple Inc.

Innovations offered by Apple has changed the world drastically. iPhone, Ipad, Ipod and Mac are some of its popular innovations. iPhone isn't just the best-selling personal electronics product ever created – it's also the most influential one, too. Apple invested heavily to connects itself with its customers emotionally. It uses different campaign to do so. The company delivers consumers with a succession of presents – great software in fabulous hardware in beautiful packaging. Good look and feel, superior quality and universal appeal of Apple makes customers enjoy using their Apple products and most of the time they are seen as a status symbol. Many celebrities have iPhones and take pictures on Instagram showing in the mirror. Apple's innovative value proposition "The product as an experience" stimulated great ideas.

Apple doesn't just focus on building innovative and beautiful products. It builds innovative business models too. Their retail stores also offer several features that attract customers to come in and purchase. First, the overall look of Apple stores is appealing. Much like the product, everything is clean and simple. Customers are allowed to test, touch, and use their products and talk with well-informed sale employees in order to decide on an appropriate product. Customer support combined with generally good products encourages trust and reliability That association of looks, appeal, and service is what increases sales and in the end produces high profits. The company's innovation strategy involves terrific new-to-the-world products and innovative business models.

- (a) Execute SWOT analysis for Apple. **5.5**
- (b) Which other strategies can be used by Apple in order to change customer behavior in their favor? **5.5**

OR

- Q.7** (a) Why customers have developed positive attitude & perception for Apple? **5.5**
- (b) Do you believe that reference group and opinion leaders affect purchase decision of brands such as Apple? **5.5**
