

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER– VII EXAMINATION – WINTER 2021****Subject Code: 2577111****Date: 01/12/2021****Subject Name: Consumer Behaviour****Time: 10:30 AM to 01:30 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)** What is Consumer Behavior? Mention the various marketing concepts in reference to consumer Behavior. **07**
- (b)** What do you mean by consumer satisfaction? Write down the various determinants of consumer satisfaction. **07**
- Q.2 (a)** Light up on Family Life Cycle. **07**
- (b)** Briefly explain the Neuromarketing concept with its importance in current era. **07**
- OR**
- (b)** Mention the type of consumers related with reference group. **07**
- Q.3 (a)** Discuss about tri-component attitude model as well as multi – attribute attitude model. **07**
- (b)** Discuss the various factors that affect the perception. **07**
- OR**
- Q.3 (a)** Write down the cognitive leaning theory. **07**
- (b)** Light up on Freudian Personality Theory. **07**
- Q.4 (a)** Write down the McClelland's need theory. **07**
- (b)** Mention the various sources of attitude formation. **07**
- OR**
- Q.4 (a)** How to develop self-image? **07**
- (b)** Discuss ELM model. **07**
- Q.5 (a)** Write down Short notes: **07**
1. Importance of trust for customers
  2. Characteristics of social class
- (b)** Martin Incorporation was involved in the cosmetics and 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 Ash, 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 Ash modernised the products and spent about 30 lakhs on packaging etc. on the basis of relevant income and social factors that affect the consumers. The product manager and assistant manager were not happy with the efforts made by Mr Ash as even after 6 months of implementation of suggested changes the company was not able to achieve effective growth in sales. The product manager and Assistant manager were of the opinion that although some progress was made by Mr Ash, yet many important factors affecting consumer behaviour were also neglected by him. Find out the loopholes that made by the company and light up your views on factors influencing consumer behaviour. **07**

OR

Q.5 (a) Describe the Howard Sheth Model.

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(b) The coming down of the Berlin Wall in 1989 and the destruction of the Russian Empire put the spotlight firmly on the shortcomings inherent in the idea of politicians and functionaries planning an economy on a grand scale five or ten years ahead. This gave the spur (if this was needed) to free-market advocates to push even harder to bring down trade barriers, introduce anti-cartel and pro-competitive legislation and firm up the power of overseeing bodies such as the European Union, The Federal Trade Commission and the World Trade Organization. Add to this the possibilities associated with the stupendous growth in technological advances and we have a global marketplace where small, medium and large companies all have wonderful opportunities, if not now then very soon in the future, to buy and sell goods and services almost anywhere in the world. This has thrown up the need for marketing managers to research and understand the culture and consumer behavior in many more countries around the world as well as in their home market.

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1) Discuss some of the difficulties involved with trying to understand consumer behavior around the world.

2) How might attitudes to innovation and technology vary from one country to another?

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