

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539211

Date: 21-02-2022

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 Give the answer of following Question:

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1. What is the tri-component model of Attitudes?
2. What is opinion leadership? Give an example.
3. Define Just noticeable difference.
4. Define AMBUSH MAREKTING with one example.
5. What are the ways to reduce Post-Purchase Dissonance?
6. Define Absolute Threshold.
7. Explain the steps of THREE-HIT Theory.

Q.2 (a) Explain consumer decision making process in detail for buying a product of your choice. **07**

(b) Explain the theory of learning applicable to the purchase of a cell –phone. **07**

OR

Q.2 (b) What are some rituals (religious, educational, social) that you have experienced? How Indian culture is different from rest of the world for any of the marketer? **07**

Q.3 (a) Select a product of your choice. Using the concepts of market segmentation, targeting and positioning develop a marketing strategy for this product. Are these concepts related with each other? Justify your answer **07**

(b) List and explain the important characteristics of the below personality theories : **07**
i) Freudian theory ii) Neo Freudian theory iii) Trait theory

OR

Q.3 (a) How does your choice of personal gadgets differ from that of your friends? What are the personality traits that explain this behavior? **07**

(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? **07**

- Q.4 (a)** How will the social class of consumers influence their decision making related to holidays, vacations and tours and travels? **07**
- (b)** With relevant and adequate examples, explain how the Indian culture and specific subcultures are having an impact on our consumption decisions and choices **07**

OR

- Q.4 (a)** How can Apple use its knowledge of customers' expectations in designing a marketing strategy for a new iPad? **07**
- (b)** A local restaurant is facing trouble in attracting customers due to its poor image. Explain strategies to change attitude of customers towards the restaurant. **07**

Q.5 Case Study: Apple Inc.

Apple is well known for its innovative products like Macbook PC, iPod music players, iPhone mobile phones, Apple watch, Apple TV and iPad Tablet computers. Along with coming up with innovative products, the company invested heavily in marketing to build an emotional connect with the customers. Apple use different campaigns to introduce new innovative products to build an emotional connect with its customers. The products look and feel good along with superior quality and universal appeal.

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. Their retail stores also offer several features that entice customers to come in and purchase. First, the overall look of Apple stores are 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, something customers require in this day and age in order to begin and continue a connection to a company and product. That association of looks, appeal, and service is what increases sales and in the end produces high profits.

- (a)** Do SWOT analysis for Apple **07**
- (b)** Which strategies do you suggest to Apple in order to change customer behavior in their favor? **07**

OR

- (a)** Why customers have developed positive attitude & perception for Apple? **07**
- (b)** How reference group and opinion leaders affect purchase decision of brands such as apple. **07**
