

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER- VII EXAMINATION – WINTER 2022****Subject Code: 2577111****Date: 29/12/2022****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** (a) What do you mean by consumer behavior? Describe various types of customers. **07**  
(b) What is interrelationship between consumer behavior and marketing concept? **07**
- Q.2** (a) What are the types and system of Needs? **07**  
(b) Discuss about level of consumer decision making with the flow chart. **07**  
**OR**  
(b) Discuss about the types of Behavioral Learning. **07**
- Q.3** (a) Describe Motivation as a Psychological Force. Draw a motivation Model. **07**  
(b) What is consumer's personality? Explain theory of personality. **07**  
**OR**
- Q.3** (a) Explain Perception and the elements of perception. **07**  
(b) What is consumer Learning? Discuss about the learning theory. **07**
- Q.4** (a) How will you describe Family Life Cycle? **07**  
(b) Explain: Structural Models of Attitude Formation. **07**  
**OR**
- Q.4** (a) What type of strategies will you apply for Attitude Change? **07**  
(b) What do you mean by Reference Group? Describe the factors affecting it. **07**
- Q.5** (a) What about Consumer Decision? Explain the Consumer Decision Process. **07**  
(b) What is Socialization? Discuss the nature of Social Class. **07**  
**OR**
- Q.5** (a) How will you describe Culture? Write the characteristics of Culture. **07**  
(b) Discuss diffusion Process with the barriers. **07**

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