GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VII-EXAMINATION – WINTER-2023

Subject Code:2577111   **Date: 06-12-2023**

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.
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1	**(a)**	Define consumer behavior. Explain the three stages of a consumer decision making model with the help of a diagram.	**07**
	(b)	Explain the concept of self-image & its various types.	**07**
Q.2	**(a)**	Explain the concept of Just Noticeable Difference and its implications on price and quality.	**07**
	(b)	What is product positioning? Explain the major positioning strategies used by marketers with an example of each from the Indian consumer market.	**07**

OR

	(b)	Explain Multi Attribute Attitude Model & also discuss "ELM" Model in detail.	**07**
Q.3	**(a)**	Rational appeal would do better at the early stage of product life cycle, while emotional appeal would help in later stages. Comment. Justify your stand with relevant examples.	**07**
	(b)	What is the theory of classical conditioning? Explain using an example. How do some marketers make use of the concept of stimulus generalization?	**07**

OR

Q.3	**(a)**	Assuming yourself as a first time prospective buyer of a Unit-Linked Life Insurance product, which are the different types of risk you may perceive while making purchase decision? How would you handle these associated risks?	**07**
	(b)	The digital revolution allowed for consumers to have more power than ever before. How?	**07**
Q.4	**(a)**	Explain traditional Family Life Cycle (FLC) stages and its marketing implications.	**07**
	(b)	Explain the subjective and objective methods of measuring social class. Which is more preferred by marketers and why?	**07**

OR

Q.4	**(a)**	Explain with suitable examples the various product characteristics that influence diffusion of innovation.	**07**
	(b)	Explain all the different types of consumer decision rules.	**07**
Q.5	**(a)**	Write down short note on: Consumerism	**07**
	(b)	What is market segmentation? Explain the five effective criteria for effective targeting to marketing a "Gowardhan Ghee" to households.	**07**

OR

Q.5	**(a)**	Define attitude. Explain a person's attitude toward visiting a multiplex in terms of the tri-component attitude model.	**07**
	(b)	Explain the personality dimensions of a brand. Select a brand of your choice and identify its personality along those dimensions.	**07**

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