GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER-VII-EXAMINATION-WINTER-2024

Subject Code: 2577111   **Date: 22/11/2024**
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)**	Explain in detail the Marketing Concept and how is it different from Selling Concept.	**07**
	(b)	Explain the Segment, Targeting and Positioning of a product/service of your Choice.	**07**
Q.2	**(a)**	As a marketer how will you use the principles of classical conditioning for the development of your marketing strategies	**07**
	(b)	Explain the theory of learning applicable to the purchase of a mobile phone.	**07**
		OR	
	(b)	Explain the VALS (Value, Attitude and Life Styles) Framework.	**07**
Q.3	**(a)**	Explain in detail cognitive learning theory.	**07**
	(b)	Explain in detail the types of re-enforcement as per the instrumental theory of conditioning.	**07**
		OR	
Q.3	**(a)**	Explain in detail the hybrid segmentation approaches. How this helps a marketer to understand their consumers better.	**07**
	(b)	Explain in detail the Tri- Component Attitude Model.	**07**
Q.4	**(a)**	Explain in detail the eight roles in the family decision making process.	**07**
	(b)	Explain in detail the traditional Family life cycle.	**07**
		OR	
Q.4	**(a)**	Explain the Howard-Sheth model, citing a real / hypothetical purchase decision	**07**
	(b)	Explain the important characteristics of the Neo Freudian theory of personality	**07**
Q.5	**(a)**	Short note on Neuro-marketing.	**07**
	(b)	What are the parameters of measuring the social class of customers? What is the importance of the same?	**07**
		OR	
Q.5	**(a)**	Explain few practical applications of Neuro-Marketing.	**07**
	(b)	Which are the various components of a consumer's self-image? Explain in detail.	**07**

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