

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA INTEGRATED - SEMESTER - VII EXAMINATION - WINTER 2025

Subject Code: 2577111

Date: 17-11-2025

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.**

Q1) Explain the following: [14]

- (a) McClelland's Acquired Needs Theory
- (b) Trait Theory
- (c) Norms & Practices
- (d) Subliminal Perception
- (e) Observational Learning
- (f) Cross Culture vs. Sub-Cultures
- (g) Cognitive Dissonance

Q2 (a) What is Consumerism? Explain the significance of Consumerism 'in Marketing. [7]

(b) Critically analyze the process of consumer decisions. [7]

OR

(b) Explain the role of these socio-cultural settings in shaping consumer preferences and purchasing patterns, using relevant examples to support your answer. [7]

Q3 (a) Write a short note on: Maslow Hierarchy of needs. [7]

(b) Explain the role played by personality and self image in the choices made by consumers. [7]

OR

Q3 (a) Briefly explain how new technologies such as social media and AI are influencing consumer behavior and marketing strategies. Provide one example to illustrate your answer. [7]

(b) Discuss the concept of consumer perception and explain how marketers can shape consumer perception through sensory marketing and brand positioning. Provide relevant examples to support your answer. [7]

- Q4 (a)** Discuss the components and sources of attitude of a consumer towards a product. [7]
- (b)** Why is it important for a marketer to study culture? Discuss the elements of culture that influence consumer behaviour. [7]

OR

- Q 4 (a)** Describe the principles of Classical Conditioning and Instrumental Conditioning. How do these theories differ, and in what ways do marketers apply them to influence consumer behavior? [7]
- (b)** Explain, how the unit of study as ‘adoption process’ is helpful to study the ‘Diffusion of innovation’ relating to the consumers of FMCG products in India? [7]

- Q5(a)** Compare and contrast the Howard-Sheth Model and the Engel-Kollat-Blackwell (EKB) Model of Consumer Buying Behavior. Discuss how these models explain the decision-making process of consumers and highlight their relevance in modern marketing practices [7]

- Q5 (b)** Explain the concept of Neuromarketing and discuss how it is used to influence consumer decision-making. Provide examples of how brands use Neuromarketing techniques to enhance marketing strategies [7]

OR

- Q5 (a)** How can understanding self-image help marketers in consumer segmentation? Provide examples of how different self-images might lead to different marketing strategies. [7]
- Q5 (b)** Analyze the relationship between trust and customer retention. How does trust contribute to a consumer’s likelihood of remaining loyal to a brand? [7]
