Enrollment No.:/ Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: 4539211 **Date: 17-12-2025**

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.**

Q. No.		Question Text and Description	Marks
Q.1		Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Customer Retention (b) Enculturation (c) Focus Group (d) Upward Mobility (e) Subliminal Perception (f) Sensation (g) Need for Achievement	14
Q.2	(a)	Explain the significance of studying consumer behavior, from the marketer's viewpoint.	07
	(b)	Write a note on consumer behavior and marketing strategy. Also explain the application of consumer behavior knowledge in marketing.	07
		OR	
	(b)	Discuss various methods of measuring consumer satisfaction.	07
Q.3	(a)	What is self-image? Discuss the components and applications of self-image.	07
	(b)	What are the strategies for motivating consumer? Also discuss influence of motivation on consumer behavior.	07
		OR	
Q.3	(a)	Give the various determinants of personality.	07
	(b)	State the steps involved in the process of perception. List the factors influencing perception.	07
Q.4	(a)	Explain three theories of Attitude.	07
	(b)	Define attitude. State the nature and functions of attitude.	07
		OR	
Q.4	(a)	What is attitude change? State the factors	07

		responsible for attitude change.	
	(b)	Which are the various dimensions of brand personality as per the Jennifer Aaker framework? For each dimension, explain in detail the personality of a brand of your choice which you think scores high on that dimension. Consider a different brand for each dimension.	07
Q.5		**CASE STUDY:** Mark Christian fresh MBA wishes to join his uncle Jimmy female perfume brand Pinky fairy based at Gandhinagar. Jimmy has a captured the of market Ahmedabad, North Gujarat and South Gujarat. Hi wishes to expand the market across metros and all major cities of India for his brand Pinky fairy and he also wishes to launch new product in his product line. There are many established brand in India presently which are advertising their brand on almost all the platform as TV FM radio billboards newspapers advertisements. They have rich in the top of the minds lot of the customers due to repeated attractive advertisements. Some of the brands like fog have done well as strong punch line like kya chal raha hai? Due to constrain of investment mark suggested Jimmy to cover rural and sub urban areas of the nation. Now both are in	
	(a)	Explain types of Segmentation. Which type is applicable for the case? How?	07
	(b)	Narrate criteria for effective targeting of market segments. How it is applied to this case.	07
Q.5	(a)	What would you suggest to Jimmy and Mark as per your knowledge of Consumer Behavior and Segmentation.	07
	(b)	For Positioning of the brand Pan India; suggest your ideas for effective communication and advertising strategies.	07

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