Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER–III • EXAMINATION – SUMMER • 2014

Subject Code: 2830101   **Date: 29-05-2014**
Subject Name: Consumer Behavior (CB)
Time: 14:30 pm – 17:30 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)**	Define consumer behavior. Why is the study of consumer behavior important for marketers?	**07**
	(b)	Which are the different ways and tools of researching consumer behavior?	**07**
Q.2	**(a)**	Explain how the Maslow's theory of motivation can help marketers plan their communication strategies.	**07**
	(b)	Explain how consumers perceive a stimulus. How do consumers select a stimulus for further processing?	**07**
		OR	
	(b)	Explain the personality dimensions of a brand. Select a brand of your choice and identify its personality along those dimensions.	**07**
Q.3	**(a)**	How can a marketer strategize to change the attitude towards his offering?	**07**
	(b)	Explain the classical conditioning theory and its application to marketing.	**07**
		OR	
Q.3	**(a)**	What are the implications of the cognitive learning theory and the involvement theory for a marketer of consumer electronics?	**07**
	(b)	Define attitude. How will you measure the attitude of a consumer towards a tablet?	**07**
Q.4	**(a)**	Explain the different views of a new product. Which factors influence the adoption of a new product?	**07**
	(b)	What is opinion leadership? What are the characteristics of an opinion leader?	**07**
		OR	
Q.4	**(a)**	Discuss three product categories where social class will have major implications on consumer behavior.	**07**
	(b)	Explain the consumer decision making model.	**07**
Q.5	**(a)**	Explain involvement. How can marketers take strategic communications decisions based upon involvement of the consumers?	**07**
	(b)	Explain projective techniques and their role in identifying consumer motives,	**07**
		OR	
Q.5	**(a)**	Construct a questionnaire to measure the attitude towards purchasing unbranded apparels.	**07**
	(b)	Explain the concept of self-image.	**07**

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