

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Semester –III Examination Dec. - 2011**

**Subject code: 2830101**

**Date: 13/12/2011**

**Subject Name: Consumer Behaviour**

**Time: 10.30 am – 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.**

**Q.1 (a)** Explain traditional family life cycle stages and its marketing implications **07**

**(b)** Explain the model of motivation process. **07**

**Q.2 (a)** Explain consumers decision making model alongwith evoked set and inert set of evaluation of alternatives **07**

**(b)** Explain Multi attribute attitude model **07**

**OR**

**(b)** Explain communication model and briefly discuss reference group as a source of communication **07**

**Q.3 (a)** Explain Values and lifestyle segmentation ( SRI VAL'S) in detail . **07**

**(b)** Define diffusion of innovation and explain consumer adoption process model **07**

**OR**

**Q.3 (a)** Explain techniques of measurement of culture **07**

**(b)** Explain the impact of new technologies on marketing strategies alongwith examples **07**

**Q.4 (a)** Explain different social class in consumer behavior in detail and which social class is appropriate for a) Small cars b) Shopping malls. Give justification to your answer **07**

**(b)** Explain perceptual mapping and the concept of Just noticeable difference **07**

**OR**

**Q.4 (a)** Explain trio of needs and arousal of motives and give one example of advertisement designed to arouse consumer need **07**

**(b)** Explain instrumental conditioning theory of learning with example **07**

**Q.5 (a)** Explain techniques to conduct qualitative consumer research. **07**

**(b)** Briefly explain Neo Freudians theory and trait theory of personality **07**

**OR**

**Q.5 (a)** Explain alternative global marketing strategies. Discuss strategies adopted by any one global food retail chain to meet the requirement of Indian consumer base **07**

**(b)** Define Segmenting, Targeting and Positioning and develop any new product or service and decide upon its STP. **07**

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