

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**
