Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY MBA – SEMESTER 03– • EXAMINATION – SUMMER 2017

Sub	ject (Code: 2830101		Γ)ate:	10/05/20	017	
Tim	e: 02 uction		30 P		Total	Marks:	70	
	2.	Attempt all question Make suitable assu Figures to the right	mpti	ons wherever necessary. cate full marks.				
Q. No.				Question Text and Option			6	
Q.1	Consumer Behaviour is the behavior that consumers display infor							
(a)				ntually will satisfy their needs.		_		
` /	Ä.	Searching and		Using and evaluating				
1.		purchasing						
	C.	Disposing	D.	All of the above				
	Qua	litative Consumer	Resea	arch involves				
	A.	Observational	B.	Experimentation				
2.		Research		-				
	C.	Projective	D	Survey Research				
		Techniques						
	Den	nographic Segment	ation	of Consumers is done on the basis of				
3.	A.	Age	B.	Brand Loyalty				
	C.	Benefits	D.	Usage rate				
	Qua	litative Motivation	Rese	earch can be done by				
4.	A.	Surveys	В.	Story telling				
	C.	Experiments	D.	Observation				
	Hov	v consumers in fact						
5.	A.			Social Self Image				
٥.	C.	-	D.	Acutal Self Image				
		Image						
				ereotypes in Consumer Perception is				
6.		Halo Effect	В.	\mathcal{E}				
0.	C.		D.	Perceptual Organisation				
	4 \	Adaptation						
Q.1	(b)		-	ng on Consumer Learning?			04	
		-		vational Learning in brief				
				component model of Attitudes				
		4. What is o	pınio	n leadership? Give an example				
0.1	(a)	List and symloins	ome	of the calcuted consumer habovier and	notion =	of	Λ.4	
Q.1	(c)	Social Class	ome	of the selected consumer behavior applic	auons	OI	04	
		Social Class						
Q.2	(a)	-		new technologies are enabling marketers			07	
		understand and sa	itisty	consumer needs in a better way than bef	ore			

	(b)	GTU would like to understand the needs and preferences of their graduating MBA students for campus placements. Design a Quantitative and Qualitative research study for this objective.				
		OR				
	(b)	Select a product of your choice. Using the concepts of market segmentation, targeting and positioning develop a marketing strategy for this product. Are these concepts related with each other? Justify your answer.	07			
Q.3	(a)	Explain the concept of Trio of needs. How are they useful in understanding consumer motivation? Explain with examples.	07			
	(b)	How does your choice of personal gadgets differ from that of your friends? What are the personality traits that explain this behavior? OR	07			
Q.3	(a)	List and explain the important characteristics of the below personality theories: i) Freudian theory ii) Neo Freudian theory iii) Trait theory	07			
	(b)	What is just noticeable difference? How this concept can be used by a chocolate making company to packaging, pricing and promotion when: i) ingredient and material costs are increasing ii) rising competition	07			
Q.4	(a)	As a marketer how will you use the principles of classical and instrumental conditioning for the development of your marketing strategies	07			
	(b)	BRTS Ahmedabad has appointed you as a consultant on for launching an advertising campaign that encourages people to switch from private cars to BRTS for commuting in the city. Which strategies of attitude change will you use in this advertising campaign? OR	07			
Q.4	(a)	Explain the concept of Stimulus Generalisation and Stimulus Discrimination. List and explain with examples how they are used in	07			
	(b)	Marketing What is opinion leadership? List and explain two situations in which you acted as an opinion leader/receiver while purchasing a product. Why is opinion leadership relevant for marketers today?	07			
Q.5		Case Study After the new economic reforms initiated in the year 1991 by the government of India, the average middle class consumer family has benefitted the most. With the liberalization of the economy all the major players in almost all the consumer segments thronged the Indian market, trying to woo the Indian family with their super duper bumper offers and attractions. Prices of most consumer durables have either remained stagnant or have increased only marginally in the last decade. Family incomes of the middle class have risen significantly. The family also did undergo a vast change in the last 25 years. Earlier extended family was the norm. Now nuclear family is the norm. The role of kids in family decision making has also undergone a significant change. Today kids in the family decide on major consumer durable purchases, to cars, music systems, choice of vacations and the new paint for the home. Voice have also been raised against the over exposure of kids to the advertising and consumer culture. The consumer socialization of children has meant that they are updated with the latest offerings across all consumer segments, brands and offers on sale. Marketers have been too happy to do	14			

their bidding. The dynamics of the family decision making has also undergone a significant shift. From husband dominated to wife dominated and now children dominated decision making is becoming the norm. With double income families, the kids are pampered and have enough say in the decision making process. The increasing incidences of single parent families often push the kids towards household participation and self reliance.

Discuss the role of Indian family and its dynamics of the decision making process. What role children play in the family decision making? Using the theory of family life cycle, explain the choice of products at each stage in case of the average Indian family

OR

Q.5 Increasing evidence is available of the urban youth population to buy personal belongings to reflect the symbolic appeals of being trendy and modern. Fasttrack the wristwatch brand from Titan has introduced several trendy designs. The brand has also launched trendy eyewear and used a film celebrity to promote this line. Apart from Fastrack, Titan also used a film celebrity for the Titan brand of the watch. It also has Sonata watch for which it used a cricket celebrity.

Discuss the cultural dimensions related to such strategy of Titan, with its different products being associated with different celebrities

Why Titan in particular and other brands in general have used maximum celebrities from films and cricket for promoting their brands? Does it have

any link with the Indian cultural environment? Justify your answer with relevant examples.

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