Seat No.:	Enrolment No.
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## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014

Date: 29-05-2014

Subject Code: 2830101

Tin	ne: 14 ruction 1. 2.	Attempt all questions.  Make suitable assumptions wherever necessary.	
Q.1	(a)	Define consumer behavior. Why is the study of consumer behavior important	07
	<b>(b)</b>	for marketers? 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>(b)</b>	Explain how consumers perceive a stimulus. How do consumers select a stimulus for further processing?	07
	<b>(b)</b>	OR Explain the personality dimensions of a brand. Select a brand of your choice and identify its personality along those dimensions.	07
Q.3	(a) (b)	How can a marketer strategize to change the attitude towards his offering? Explain the classical conditioning theory and its application to marketing.  OR	07 07
Q.3	(a)	What are the implications of the cognitive learning theory and the involvement theory for a marketer of consumer electronics?	07
	<b>(b)</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>(b)</b>	What is opinion leadership? What are the characteristics of an opinion leader?  OR	07
Q.4	(a)	Discuss three product categories where social class will have major implications on consumer behavior.	07
	<b>(b)</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>(b)</b>	Explain projective techniques and their role in identifying consumer motives, <b>OR</b>	07
Q.5	(a)	Construct a questionnaire to measure the attitude towards purchasing unbranded apparels.	07
	<b>(b)</b>	Explain the concept of self-image.	07

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