

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015**

**Subject Code: 2830101****Date: 01-06-2015****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) Where is the study of consumer behavior useful in marketing? **07**  
(b) Explain in detail the three categories of consumer decision making, along with examples. **07**

- Q.2** (a) Write a note on consumer self imagery. **07**  
(b) Explain 'Three Needs' Theory of motivation and its application in marketing. **07**

**OR**

- (b) Explain the concepts of absolute threshold, differential threshold and j.n.d., with suitable examples. **07**

- Q.3** (a) Explain the classical conditioning theory of learning and its application in marketing. **07**  
(b) Explain the multi-attribute model of attitude formation. **07**

**OR**

- Q.3** (a) What do you understand by cognitive learning? Explain the importance of consumer involvement in learning. **07**  
(b) Explain the strategies of attitude change, with suitable examples. **07**

- Q.4** (a) Which are the approaches available to measure social class? **07**  
(b) Explain the Family Life cycle and its impact on consumer behavior. **07**

**OR**

- Q.4** (a) Explain the consumer decision making process. **07**  
(b) Which factors affect the adoption of a new product? **07**

- Q.5** (a) Explain the Howard Sheth model of consumer behavior. **07**  
(b) Explain the Elaboration Likelihood model with an example. **07**

**OR**

- Q.5** (a) Explain the basic motivational functions. **07**  
(b) Write a note on the role of research in understanding consumer behavior. **07**

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