

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**M.B.A -III<sup>rd</sup> SEMESTER-EXAMINATION – MAY/JUNE- 2012**

**Subject code: 2830101**

**Date: 31/05/2012**

**Subject Name: Consumer Behavior (CB)**

**Time: 02:30 pm – 05:30 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) What is meant by the term “Ultimate consumer”? How knowledge of consumer behavior can be useful to marketing managers, explain with suitable example. **07**
- (b) Target marketing is the appropriate way of customizing the market. Explain the different activities involved in it. **07**

- Q.2** (a) What is consumer perception? How perception of a consumer contribute in consumer decision making. **07**
- (b) What consumer motivations and problem recognition situations may serve as source for new product or service ideas? **07**

**OR**

- (b) Define consumer psychological process. Explain psychological forces that enable a consumer for purchase decisions. **07**
- Q.3** (a) What are the major characteristics of attitude? Assume an attitude regarding a specific product, and use this as an example to demonstrate each characteristic. **07**
- (b) What are the different functions of attitude? Cite specific personal experience that demonstrates each of these functions. **07**

**OR**

- Q.3** (a) What is learning? What are stimulus generalization and discrimination learning, and how are they important to the marketers? **07**
- (b) Compare and contrast the sensory memory, short term memory, and long term memory systems. Indicate the relevance of each to advertising strategies. **07**

- Q.4** (a) What is the function of culture? What are the core cultural values held by members of the Indian culture? Discuss its significance in consumer behavior. **07**
- (b) Explain Life cycle concept of product. How marketers use this concept in their strategies describe with suitable example? **07**

**OR**

- Q.4** (a) Describe the major characteristics of trait theories of personality. Review their usefulness in explaining consumer behavior. **07**

- (b) Why it is important for the marketers to understand the distinction between consumers' self image and ideal self image? **07**
- Q.5** (a) What do you mean by the term "Innovation"? How it is related to the adoption decision process. **07**
- (b) How does store image influence consumer purchasing? **07**
- OR**
- Q.5** (a) What is cultural resistance? Name a product which is presently culturally unacceptable. What marketing strategies would you suggest to overcome the cultural resistance? **07**
- (b) What is the nature and significance of brand loyalty to the marketers? **07**

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