Seat No.: Enrolment No

Subject Code: 2830101

GUJARAT TECHNOLOGICAL UNIVERSITY MBA – SEMESTER 3 – EXAMINATION – WINTER 2016

_	02:3	me: Consumer Beha 0 pm to 05:30 pm	avioi	· (CB) Total Marks:	70
instruc	1. At 2. M	tempt all questions. ake suitable assumptions gures to the right indicate			
Q.1 (a)		ective Questions	er cus	tomized messages to a small market segment	6
1.		an ongoing basis, this pro Narrowcasting	ocess B.	is called: Broadcasting	
2.	Th	e idea that consumers see oid messages they consid Selective attention	ek out er thr B.	messages that they consider pleasant and eatening is called:	
3.	Wl bas	hich attitude theory studionsis of their own behavior Utilitarian theory	es ho or on B.	w consumers assign causality to events on the	
4.	Th	e process by which operiences that are necessar	childr ry to	ren acquire the knowledge, attitudes, and become a consumer is called: Class consciousness	
5.	W	hen MP3 players were fir t product represent? Market oriented	st int	roduced, what type of product innovation did Dynamically continuous	
6.	Wł	nen a consumer's attentions watched a TV commerce Advertising wearout Instrumental	n and ial se	d retention start to decline after that consumer everal times, this is called: Hemisphere lateralization	
Q.1	(b)	 j.n.d. Consumer belief Enculturation 	erms .	/Concepts with Practical examples.	04
Q.1	(c)	4. Focus group Explain segmentation, t	arget	ing and positioning.	04
Q.2	(a)	Explain the significant marketer's viewpoint.	nce (of studying consumer behavior, from the	07
	(b)	±	-	of needs with reference to motivation and rketers position their offerings for different	07

Date: 03/01/2017

	(b)	Explain the stages of the traditional Family life cycle with relevant examples of offering targeting each stage.	07
Q.3	(a)	Explain the classical conditioning theory of learning, with its marketing applications.	07
	(b)	Prepare a questionnaire to measure the attitude towards the brand – 'Patanjali', as per the tri-component model of attitude formation. OR	07
Q.3	(a)	Which are the various components of a consumer's self-image? Explain in detail.	07
	(b)	Citing examples, explain the applications of the understanding of consumer perception to marketing.	07
Q.4	(a)	How can a marketer strategize for changing consumer attitudes? Explain with examples.	07
	(b)	Which are the various dimensions of brand personality as per the Jennifer Aaker framework? For each dimension, explain in detail the personality of a brand of your choice which you think scores high on that dimension. Consider a different brand for each dimension. OR	07
Q.4	(a)	Why is it necessary for marketers to study social class of the consumers? How can social class be measured?	2+5
	(b)	Which theory of learning is best applicable to the purchase of a car? Elaborate.	07
Q.5		You have recently purchased a new smartphone (within the last 6 months), which has VoLTE capabilities. Upon the recent launch of Reliance Jio (4G), you availed of the free offer by procuring a SIM. You are delighted by the speed and connectivity of the 4G service and are thinking of permanently porting to Jio from your existing service provider. But you have also realized that 4G usage is taking its toll on the battery life of your phone, and you have to recharge your phone at least twice daily. Thus, you feel the need for some sort of battery backup, as you do not want to purchase another phone. Based on this situation, simulate the process of consumer decision making that you would take to resolve your problem. You are required to include all the five stages of the consumer decision making process.	14
0.5		OR	
Q.5		Explain the Howard-Sheth model, citing a real / hypothetical purchase decision. You are expected to draw the detailed model and explain all the components of the decision making process.	14
