

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012****Subject code: 2830101****Date: 11-01-2013****Subject Name: Consumer Behavior****Time: 10:30 pm – 01:30 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) The digital revolution allowed for consumers to have more power than ever before. How? **07**

(b) Differentiate between Qualitative and Quantitative research with suitable examples. **07**

Q.2 (a) What is market segmentation? Explain the five effective criteria for effective targeting. **07**

(b) Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals? Explain. **07**

OR

(b) Explain the model of motivation process **07**

Q.3 (a) Explain the Maslow's Theory of Hierarchy of needs with an example of each need. How can this theory be used by marketers for segmentation and positioning purposes? **07**

(b) Explain briefly the Freudian Theory of Personality. **07**

OR

Q.3 (a) Briefly explain Neo Freudians theory and trait theory of personality. **07**

(b) One important concept of perception is the differential threshold. Talk about Weber's law while citing an example. How do marketers take advantage of the j.n.d.? **07**

Q.4 (a) What is the theory of classical conditioning? Explain using an example. How do some marketers make use of the concept of stimulus generalization? **07**

(b) Explain by giving examples each of the following: **07**

- a. product line extension
- b. product form extension
- c. product category extension

OR

Q.4 (a) Define attitude. Explain a person's attitude toward visiting a multiplex in terms of the tri-component attitude model. **07**

(b) Describe the various emotional advertising appeals. **07**

Q.5 (a) Explain the subjective and objective methods of measuring social class. Which is more preferred by marketers and why? **07**

(b) Explain various stages of traditional family life cycle giving suitable examples of products that can be targeted in each stage. **07**

OR

Q.5 (a) Explain core Indian cultural values with suitable examples **07**

(b) Explain how word-of-mouth and opinion leadership affect the choice of consumers and why it is so effective **07**
