

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – WINTER 2013

Subject Code: 2830101**Date: 19-12-2013****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)** Define consumer behavior. Explain the three stages of a consumer decision making model with the help of a diagram. **07**
- (b)** Define market segmentation. Explain different variables of sociocultural segmentation. **07**

- Q.2 (a)** Define motivational research? Explain the five different techniques used in motivational research. **07**
- (b)** Define personality. Explain the neo-Freudian theory of personality with example. **07**

OR

- (b)** Define perception. Explain the three specific principles underlying perceptual organization. **07**
- Q.3 (a)** Discuss the difference between low and high involvement media. How would you use the knowledge of hemisphere lateralization to the design of TV commercials and print advertisements? **07**
- (b)** Define attitude. Explain the theory of reasoned action model of attitude. **07**

OR

- Q.3 (a)** Draw the basic communication model. Explain the decisions that marketer must make in designing the message. **07**
- (b)** The local authorities in Ahmedabad/ Surat want commuters to shift from their personal vehicles to mass transit modes such as BRTS. How can the authorities change the commuters' attitude by changing the basic motivational function? **07**

- Q.4 (a)** How does the family influence the consumer socialization of children? What role does the television advertising play in consumer socialization? **07**
- (b)** Explain different consumer behavior applications of social class. **07**

OR

- Q.4 (a)** Define culture. Explain the different characteristics of culture with examples, for consumer behavior. **07**
- Q.4 (b)** Explain the five major types of reference group appeals in common marketing usage. **07**

- Q.5 (a)** Define opinion leadership. Explain the reasons for the effectiveness of opinion leaders with examples. **07**
- (b)** What is diffusion of innovation? Explain the different product characteristics that influence diffusion process. **07**

OR

- Q.5 (a)** Explain the different categories of consumers based on their product adoption with the help of a diagram. **07**
- (b)** Explain all the different types of consumer decision rules. **07**
