

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – SUMMER 2019

Subject Code: 3539211

Date: 08/05/2019

Subject Name: Consumer Behavior

Time: 2:30 PM To 5:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.		Marks
Q.1	1. What is the difference between Segmentation & Targeting? 2. What is Dogmatism? 3. Give TWO examples of Just Noticeable Difference. 4. Brief the elements of Consumer Learning. 5. What is Halo Effect? 6. What is Word-Of-Mouth? 7. Define the stages of Family Life Cycle.	14
Q.2	(a) What are perceptual maps, and how are they used in positioning brands within the same product category? (b) For each of the following products, select one level from Maslow's hierarchy of human needs: e-readers, expensive shoes and vacation packages. Describe how you would use the need you selected in promoting the product to a market segment of your choice.	07 07
	OR	
	(b) Why is it more difficult for consumers to evaluate the effective quality of services than the quality of products?	07
Q.3	(a) Discuss the principles of Classical Conditioning. (b) A college student has just purchased a new Apple iPad. What factors might cause the student to experience post-purchase dissonance? How might the student try to overcome it? How can the retailer who sold the computer help reduce the student's dissonance? How can the computer's manufacturer help?	07 07
	OR	
Q.3	(a) Explain: Tri-Component Attitude Model. (b) List and describe advantages of social media over traditional media.	07 07
Q.4	(a) How can companies strategically use buzz agents and viral marketing? Illustrate with example. (b) Prepare a list of negative rumors that you (or your friends) have heard recently about a company or a product.	07 07
	OR	
Q.4	(a) How does the family influence the consumer socialization of children? What role does television advertising play in consumer socialization? (b) Why are companies increasingly introducing green products and engaging in ecologically friendly practices?	07 07

Q.5 CASE STUDY: PIMA AIR AND SPACE MUSEUM

Strategic Challenges: Hidden in the vast Arizona desert near Tucson, the Pima Air and Space Museum showcases over 300 aircraft and 125,000 aircrafts. The purpose of the museum is to showcase and explain aerospace history. In July 2011, more than 50% of the museum's visitors were over 60 years of age and passionate fans of aerospace history. The museum recognized that it had to attract a new generation in order to give the museum a robust future. Management knew that because of the nature of the content, they would naturally capture parents and their children. The objective of Pima is (1) To put Pima "on the map". Pima is a world-class destination literally hidden in a desert. In order to increase attendance, the museum had to get media exposure beyond Tucson. (2) To shift audience demographics by attracting younger visitors. Ideally, young visitors. Ideally, young parents between 25 and 50 years old.

Interviews with moms of young kids revealed that many moms saw Pima not as showcase of heroic feats, but rather a sad reminder of "over-militarization". Many of Pima's airplanes were icons of military history, but a lot of the items demonstrated that aviation originates in applied mathematics, physics, engineering, design and environmental science. Pima's greatest attraction is a Lockheed Sr-71 "Blackbird". The plane is an advanced, long-range, Mach 31 strategic reconnaissance aircraft built in the 1960s. During reconnaissance missions, the Sr-71 operated at high speeds and altitudes to allow it to outrace threats. If the pilot detected a surface-to-air missile, he accelerated and outflowed it. The Sr-71 served with the U.S. Air Force from 1964 to 1998. Thirty-two aircraft were built; 12 were lost in accidents, but none lost to enemy action.

Pima wanted to create a new generation of aviation fans by giving them a hands-on lesson in designing, building and flying the world's largest paper airplane. The museum engaged local schools - teachers and their students - in a paper-airplane competition. It sent out invitations to 390 local teachers, along with custom-built lesson plan that showed how to fold a paper airplane and how to teach lessons about airspeed, lift and force. Two hundred local school kids participated in the competition and the winner's plane flew a distance of 90 feet. Working with a team of experts, the winner's plane was transformed into the world's largest paper airplane. Then, the 45 foot long plane was hoisted by helicopter 3,000 feet over the Arizona desert, and released for its first - and only - flight. After a short free fall, the plane leveled off for a flight of almost (0.93) a mile at a top speed of 98 mph. Following a less than graceful landing, the world's largest paper airplane was then put on display for all to see in the museum, along with a documentary of the contest and building it.

A What are the psychological, social-cultural and communication factors that played a role in designing the paper airplane competition? **07**

B Discuss the issue that the museum was facing from a positioning standpoint. **07**

OR

A How would you measure whether or not the museum has achieved its objectives? **07**

B Assuming that the museum attracted new visitors, how can it retain them and make them visit repeatedly? **07**