

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 03– • EXAMINATION – SUMMER 2017

Subject Code: 2830101

Date: 10/05/2017

Subject Name: Consumer Behaviour

Time: 02.30 PM TO 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. No.	Question Text and Option	6
Q.1 (a)	Consumer Behaviour is the behavior that consumers display in _____ for goods and services that eventually will satisfy their needs. A. Searching and purchasing B. Using and evaluating C. Disposing D. All of the above	
2.	Qualitative Consumer Research involves A. Observational Research B. Experimentation C. Projective Techniques D. Survey Research	
3.	Demographic Segmentation of Consumers is done on the basis of A. Age B. Brand Loyalty C. Benefits D. Usage rate	
4.	Qualitative Motivation Research can be done by A. Surveys B. Story telling C. Experiments D. Observation	
5.	How consumers in fact see themselves is A. Ideal Self Image B. Social Self Image C. Expected Self D. Actual Self Image	
6.	The factor which triggers stereotypes in Consumer Perception is A. Halo Effect B. Positioning C. Sensory D. Perceptual Organisation	
Q.1 (b)	1. What is Shaping on Consumer Learning ? 2. Explain Observational Learning in brief 3. What is the tri-component model of Attitudes 4. What is opinion leadership? Give an example	04
Q.1 (c)	List and explain some of the selected consumer behavior applications of Social Class	04
Q.2 (a)	List and explain how new technologies are enabling marketers to understand and satisfy consumer needs in a better way than before	07

- (b) GTU would like to understand the needs and preferences of their graduating MBA students for campus placements. Design a Quantitative and Qualitative research study for this objective. 07

OR

- (b) Select a product of your choice. Using the concepts of market segmentation, targeting and positioning develop a marketing strategy for this product. Are these concepts related with each other? Justify your answer. 07

- Q.3 (a) Explain the concept of Trio of needs. How are they useful in understanding consumer motivation? Explain with examples. 07

- (b) How does your choice of personal gadgets differ from that of your friends? What are the personality traits that explain this behavior? 07

OR

- Q.3 (a) List and explain the important characteristics of the below personality theories : i) Freudian theory ii) Neo Freudian theory iii) Trait theory 07

- (b) What is just noticeable difference? How this concept can be used by a chocolate making company to packaging, pricing and promotion when :
i) ingredient and material costs are increasing
ii) rising competition 07

- Q.4 (a) As a marketer how will you use the principles of classical and instrumental conditioning for the development of your marketing strategies 07

- (b) BRTS Ahmedabad has appointed you as a consultant on for launching an advertising campaign that encourages people to switch from private cars to BRTS for commuting in the city. Which strategies of attitude change will you use in this advertising campaign ? 07

OR

- Q.4 (a) Explain the concept of Stimulus Generalisation and Stimulus Discrimination. List and explain with examples how they are used in Marketing 07

- (b) What is opinion leadership? List and explain two situations in which you acted as an opinion leader/receiver while purchasing a product. Why is opinion leadership relevant for marketers today? 07

- Q.5 Case Study 14

After the new economic reforms initiated in the year 1991 by the government of India, the average middle class consumer family has benefitted the most. With the liberalization of the economy all the major players in almost all the consumer segments thronged the Indian market, trying to woo the Indian family with their super duper bumper offers and attractions. Prices of most consumer durables have either remained stagnant or have increased only marginally in the last decade. Family incomes of the middle class have risen significantly. The family also did undergo a vast change in the last 25 years. Earlier extended family was the norm. Now nuclear family is the norm. The role of kids in family decision making has also undergone a significant change. Today kids in the family decide on major consumer durable purchases, to cars, music systems, choice of vacations and the new paint for the home. Voice have also been raised against the over exposure of kids to the advertising and consumer culture. The consumer socialization of children has meant that they are updated with the latest offerings across all consumer segments, brands and offers on sale. Marketers have been too happy to do

their bidding. The dynamics of the family decision making has also undergone a significant shift. From husband dominated to wife dominated and now children dominated decision making is becoming the norm. With double income families, the kids are pampered and have enough say in the decision making process. The increasing incidences of single parent families often push the kids towards household participation and self reliance.

Discuss the role of Indian family and its dynamics of the decision making process. What role children play in the family decision making?

Using the theory of family life cycle, explain the choice of products at each stage in case of the average Indian family

OR

Q.5

Increasing evidence is available of the urban youth population to buy personal belongings to reflect the symbolic appeals of being trendy and modern. Fastrack the wristwatch brand from Titan has introduced several trendy designs. The brand has also launched trendy eyewear and used a film celebrity to promote this line. Apart from Fastrack, Titan also used a film celebrity for the Titan brand of the watch. It also has Sonata watch for which it used a cricket celebrity.

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Discuss the cultural dimensions related to such strategy of Titan, with its different products being associated with different celebrities

Why Titan in particular and other brands in general have used maximum celebrities from films and cricket for promoting their brands ? Does it have any link with the Indian cultural environment? Justify your answer with relevant examples.
