

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 2830101

Date: 09-12-2014

Subject Name: Consumer Behavior (CB)

Time: 10:30 am - 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) As researchers suggest, “Companies should endeavor to create apostles, convert defectors into loyalists, avoid having terrorists or hostages, and reduce the number of mercenaries.” – How do you evaluate this view in perspective of consumer behaviour? As a marketer which concepts would you focus for execution of this suggestion? **07**
- (b) A manufacturer of a leading soft drink brands is planning a nation-wide launch of a new mint & ginger flavoured carbonated soft drink in next summer. With respect to perceived uncertainty of its market acceptance, he asked you to advice for suitable marketing research. Advise him to carry a suitable research with help of qualitative and quantitative research methods. Explain your selection of methods. **07**

- Q.2** (a) As a marketing consultant of Fresh Foods, you are assigned to formulate strategies to promote and position a newly launched product line of Indian vegetable dishes with ‘heat-n-eat’ concept. Identify the different consumer groups based on their motivation to use your products. How the hierarchy of needs theory can be employed in your exercise? **07**
- (b) Explain the role of marketing mix elements in devising the strategies for managing the positive and negative country-of-origin image. Support your explanation with suitable examples. **07**

OR

- (b) Assuming yourself as a first time prospective buyer of a unit-linked life insurance product, which are the different types of risk you may perceive while making purchase decision? How would you handle these associated risks? **07**
- Q.3** (a) As a marketer of upcoming indigenous brand of premium designer wristwatches, you have planned to launch a special range of hand-crafted wristwatches for segmenting a specific niche market on the basis of self-image. Describe the four types of consumer self-image, and discuss which would be most effective for the stated purpose. **07**
- (b) Within the premises of consumer behaviour, examine the strategic applications of behavioral learning theories with its theoretical principles, and support them with practical examples. **07**

OR

- Q.3** (a) How the implications of involvement theory focus on the selection of promotional media, and formation of communication message. Support your answer with the help of examples. **07**
- (b) Discuss the functional approach of attitude change with relevant examples. **07**
- Q.4** (a) Discuss the role of major structural aspects of advertising message for designing a persuasive communication. **07**

- (b) Assuming yourself as a consumer, how would you select the reference groups for making a purchase decision for the given list of products? Share your views on the factors which affect the influence of reference groups. **07**
- A. Microwave Oven for home.
 - B. Entry-level DSLR camera for personal use.
 - C. Family health insurance (mediclaime) policy.

OR

- Q.4 (a)** Why would a consumer who has recently purchased a laptop attempt to influence the purchase behaviour of known prospective buyers? Support your answer with theoretical background. **07**
- Q.4 (b)** In recent time, Brand Repositioning exercise has been widely used for many successful brands across the product categories. - How do you evaluate this from viewpoint of consumer behaviour? What are the underlying causes for the same? **07**
- Q.5 (a)** According to a recent research study, "Indian middle - class customers are more oriented to aesthetic values of products, while purchasing electronics consumer durables." - Evaluate this statement with your views. From the marketer's perspective, which concepts do you find relevant to this behaviour. **07**
- (b)** Discuss the adopter categories of diffusion process. How marketers try to control the rate and time of adoption through their new-product pricing strategies? **07**

OR

- Q.5 (a)** Compare and contrast the four views of consumers' decision making. **07**
- (b)** Describe the five stages of the traditional family life cycle. Also identify the most potential stage to target for the following products and services. **07**
- A. Sporty motorbike
 - B. Mutual funds
 - C. Diamond jewelry
