

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name : Consumer Behaviour

Subject Code : 5MS03CBR1

Branch : M.B.A.

Semester : 3

Date : 08/12/2015

Time : 2:30 To 5:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

SECTION-I

Q-1 Attempt the following questions (7)

- a. Define consumer. (1)
- b. Define marketing. (1)
- c. What is market segmentation? (1)
- d. Which are the concepts of marketing? (1)
- e. Explain the concept of consumer motivation. (1)
- f. Explain the consumer personality. (1)
- g. What is strategic target? (1)

Q-2 Attempt all questions (14)

- a. Write a note on: Consumer behavior and Marketing concepts (5)
- b. What is market segmentation? Which are the objectives of segmenting market? (5)
- c. Write a note on: Consumer value (4)

OR

Q-2 Attempt all questions (14)

- a. What is perception? How can you do consumer perception for life insurance? (5)
- b. Discuss the different personality traits of consumer behavior. (5)
- c. Discuss the different ways of creating trust and retention of consumers. (4)

Q-3 Attempt all questions (14)

- a. Discuss in detail the impact of new technology on marketing. (7)
- b. Write a note on: Market segmentation for consumer goods. (7)

OR

Q-3 Attempt all questions (14)

- a. Explain the consumer research process. (7)
- b. How you can create interest of consumer in your product? Explain the ways of consumer motivation. (7)



SECTION-II

Q-4 Attempt the following questions (7)

- a. What is consumer behavior? (1)
- b. What is consumer attitude? (1)
- c. What is consumer learning? (1)
- d. Relate Consumer and social class. (1)
- e. What is innovation? (1)
- f. Consumer and change. (1)
- g. Which are the ways of consumer motivation? (1)

Q-5 Attempt all questions (14)

- a. What is attitude formation? Discuss about attitude formation and change. (7)
- b. Discuss the ways of consumer learning. (7)

OR

Q-5 Attempt all questions (14)

- a. How culture influence on consumer behavior? (7)
- b. Discuss the consumers and the diffusion of innovation. (7)

Q-6 Attempt all questions (14)

- a. What is market segmentation? Discuss strategic targeting with segmentation. (7)
- b. Write a note on: The family and social class. (7)

OR

Q-6 Attempt all questions (14)

- a. Explain the concepts of consumer satisfaction, trust and retention. (7)
- b. Discuss the Neo-Freudian personality theory. (7)

