Enrollment No: _	Exam Seat No:	
	C.U.SHAH UNIVERSITY	
	Winter Examination-2018	

Subject Name: Consumer Behavior

**Subject Code**: 4MS05CBH1 **Branch**: BBA

**Semester:** 5 **Date:** 05/12/2017 **Time:** 10:30 To 01:30 **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.

Q-1		Attempt the following questions:	(14)
_	a)	Give a Full Form : SWOT	01
	<b>b</b> )	What do you mean consumer?	01
	c)	Define Consumer Behaviour	01
	d)	What do you mean by Nuclear Family?	01
	<b>e</b> )	Explain the Concept : Personal Consumer	01
	f)	Give a Full Form: TRA	01
	g)	Define Segmentation	01
	<b>h</b> )	What do you mean by Perceived Quality ?	01
	i)	What do you mean by Joint Family?	01
	j)	Explain the concept : Family Life Cycle	01
	<b>k</b> )	Explain the Concept : Organizational Consumer	01
	1)	What do you mean by Targeting?	01
	m)		01
	n)	What do you mean by Perceived Risk?	01
Attemp	t any fo	our questions from Q-2 to Q-8	
Q-2	•	Attempt all questions	(14)
	a)	Discuss the criteria for effective targeting and explain	07
	<b>b</b> )	What do you mean by motivation? Discuss the Motivation Process Model	07
Q-3		Attempt all questions	(14)
	a)	Write a Note: Trio of Needs	07
	<b>b</b> )	What are the impact of new technology on marketing	07
Q-4		Attempt all questions	(14)
ų.	a)	Write a Note on : Defense Mechanism	07
	<b>b</b> )	Discuss 4P's of Marketing Management	07



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Q-5		Attempt all questions	(14)
	a)	Discuss the Instrumental Conditioning theory of learning	07
	<b>b</b> )	Discuss the Marketing Concepts	07
Q-6		Attempt all questions	(14)
	a)	Explain the elements of consumer Learning	07
	<b>b</b> )	Define Attitude. Discuss its Characteristics	07
Q-7		Attempt all questions	(14)
	a)	Discuss the elements of Perception	07
	<b>b</b> )	Explain the various tactics used by the children to influence their parents	07
Q-8		Attempt all questions	(14)
	a)	Draw and Explain: Socialization Process	07
	<b>b</b> )	Discuss the Classical Conditioning theory of learning	07

