

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.
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<b>Q-1</b>	<b>Attempt the following questions:</b>	<b>(14)</b>
	a) Give a Full Form : SWOT	01
	b) What do you mean consumer?	01
	c) Define Consumer Behaviour	01
	d) What do you mean by Nuclear Family?	01
	e) Explain the Concept : Personal Consumer	01
	f) Give a Full Form : TRA	01
	g) Define Segmentation	01
	h) 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
	k) Explain the Concept : Organizational Consumer	01
	l) What do you mean by Targeting?	01
	m) Give a Full Form : ELM	01
	n) What do you mean by Perceived Risk?	01

**Attempt any four questions from Q-2 to Q-8**

<b>Q-2</b>	<b>Attempt all questions</b>	<b>(14)</b>
	a) Discuss the criteria for effective targeting and explain	07
	b) What do you mean by motivation? Discuss the Motivation Process Model	07
<b>Q-3</b>	<b>Attempt all questions</b>	<b>(14)</b>
	a) Write a Note: Trio of Needs	07
	b) What are the impact of new technology on marketing	07
<b>Q-4</b>	<b>Attempt all questions</b>	<b>(14)</b>
	a) Write a Note on : Defense Mechanism	07
	b) Discuss 4P's of Marketing Management	07



