

Enrollment No: \_\_\_\_\_ Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Winter Examination-2018

Subject Name : Consumer Behavior

Subject Code : 5MS03CBR1

Branch: MBA

Semester : 3

Date : 04/12/2018

Time : 02:30 To 5:30

Marks : 70

### Instructions:

- (1) Use of Programmable calculator and 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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### SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Define CB **01**
  - b. What do you mean by Personal Consumer? **01**
  - c. Which are the different arousals of motive **01**
  - d. Write any one nature/characteristics of personality **01**
  - e. Explain : Consumer Ethnocentrism **01**
  - f. What do you mean by Organizational Consumer? **01**
  - g. Explain, what do you understand by secondary data and give any two example **01**
- Q-2 Attempt all questions (14)**
- (a) Write a note on : Maslow's Need Hierarchy Theory **07**
  - (b) Draw and Model of Motivation Process **07**
- OR**
- Q-2 Attempt all questions (14)**
- (a) Discuss the Impact of New Technology on Marketing Strategies **07**
  - (b) Discuss cognitive personality factor **07**
- Q-3 Attempt all questions (14)**
- (a) Discuss the major segmentation variables for segmenting consumer market **07**
  - (b) Explain the steps involved in Consumer Research Process **07**
- OR**
- Q-3 Attempt all questions**
- (a) Discuss Criteria for effective targeting **07**
  - (b) Write a Note on : Freudian Theory **07**



## SECTION – II

- Q-4**      **Attempt the Following questions**      **(07)**
- a.** Give a full Form : TRA      **01**
  - b.** Define Attitude      **01**
  - c.** What do you mean by Perceived Risk      **01**
  - d.** Give a full Form : ELM      **01**
  - e.** Define Diffusion of Innovation      **01**
  - f.** What do you mean by Nuclear Family      **01**
  - g.** Give a full Form : FLC      **01**
- Q-5**      **Attempt all questions**      **(14)**
- (a)** Discuss the different attitude scales      **07**
  - (b)** Explain elements of Perception      **07**
- OR**
- Q-5**      **Attempt all questions**
- (a)** Explain Classical conditioning and explain the strategic application of it      **07**
  - (b)** Discuss Tri-Component Attitude Model      **07**
- Q-6**      **Attempt all questions**      **(14)**
- (a)** Discuss the tactics used by children's to influence their parents      **07**
  - (b)** Write a Note on : Traditional Family Life Cycle      **07**
- OR**
- Q-6**      **Attempt all Questions**
- (a)** Explain the adopter's category      **07**
  - (b)** Discuss the stages involved in adoption process      **07**

