

Enrollment No: \_\_\_\_\_

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

# C.U.SHAH UNIVERSITY

## Winter Examination-2019

Subject Name : Consumer Behaviour

Subject Code : 5MS03CBR1

Branch: MBA

Semester : 3

Date : 20/11/2019

Time : 02:30 To 05:30

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. Explain Segmentation      02
  - b. Discuss the concept Targeting      02
  - c. Write a Full Form : SWOT      01
  - d. Discuss the concept Positioning      02

- Q-2**      **Attempt all questions**      **(14)**
- (a) Discuss the Importance of New Marketing Technology on Marketing Strategies      07
  - (b) Write a Note on : Attitude Scale      07

**OR**

- Q-2**      **Attempt all questions**      **(14)**
- (a) Draw and Explain Model of Motivation      07
  - (b) Explain Freudian and Neo-Freudian personality theory      07

- Q-3**      **Attempt all questions**      **(14)**
- Discuss the consumer Research Process in Detail      14

**OR**

- Q-3**      **Attempt all questions**      **(14)**
- (a) Discuss the elements of Perception      07
  - (b) Define absolute threshold and differential threshold. Throw some light on marketing application of JND      07



## SECTION – II

- Q-4 Explain the following concepts (07)**
- a. Celebrity Endorsement 02
  - b. Perception 01
  - c. Perceived Risk 02
  - d. Brand Personality 02

- Q-5 Attempt all questions (14)**  
Discuss the Bases of Segmentation in Detail 14

**OR**

- Q-5 Attempt all questions (14)**
- (a) Explain the Classical Conditioning? Explain the strategic application of Classical Conditioning. 07
  - (b) Explain core Indian cultural value with example 07

- Q-6 Attempt all questions (14)**
- (a) Discuss the criteria for effective Segmentation 07
  - (b) Write a Note on VALS Model 07

**OR**

- Q-6 Attempt all Questions (14)**
- (a) Write a Note on : Opinion Leader 07
  - (b) Discuss the Family Life Cycle 07

