

Enrollment No: _____

Exam Seat No: _____

C. U. SHAH UNIVERSITY

Winter Examination-2021

Subject Name: Consumer Behavior

Subject Code: 4MS05CBH1

Branch: BBA

Semester: 5

Date: 13/12/2021

Time: 11:00 To 02:00

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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Q-1	Attempt the following questions:	(14)
	a) Define Segmentation.	01
	b) Write full Form : SWOT	01
	c) Explain Post Purchase Behavior with an example	01
	d) Define Targeting	01
	e) Explain the concept : Personality	01
	f) Define Perception	01
	g) Write full Form : VALS	01
	h) Explain the Concept : Innate Need	01
	i) Define Consumer	01
	j) Write full Form : JND	01
	k) What do you mean by buying decision making	01
	l) Explain the concept : Learning	01
	m) What do you mean by Organizational Consumer	01
	n) Explain the concept : Motivation	01

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

Q-2	Discuss the bases of Segmenting	(14)
Q-3	Draw the Model of the motivation process and explain needs and wants	(14)
Q-4	Attempt all questions	(14)
	(a) Short Note : Impact of Digital Technology on Marketing	07
	(b) Short Note : Societal Marketing Concept	07
Q-5	Discuss Defense Mechanism Techniques with example	(14)



Q-6	Discuss the steps involved in Decision Making Process	(14)
Q-7	Attempt all questions	(14)
(a)	Write short note on Marketing Concepts	07
(b)	Explain criteria for Effective Targeting of Market Segmentation	07
Q-8	Attempt all questions	(14)
(a)	Write short note on 4Ps of Marketing Management	07
(b)	Draw and Discuss Maslow's Need Hierarchy Theory	07

