

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2017 - 18 Examination**

**Semester: 3**  
**Subject Code: 06203201**  
**Subject Name: Consumer Behavior**

**Date: 29/12/2017**  
**Time: 02:00pm to 04:30pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1.The driving force within individuals that impels them to action is known as \_\_\_\_\_.

- |            |               |
|------------|---------------|
| a) A goal  | c) Motivation |
| b) Tension | d) A need     |

2.In the study of personality, three distinct properties are of central importance. These are that \_\_\_\_\_.

- |  |   |
|--|---|
| a) Personality reflects individual differences, personality is consistent and enduring, and personality can change           | c) Personality reflects individual differences, personality is consistent and enduring, and personality does not change           |
| b) Personality reflects similarities between individuals, personality is consistent and enduring, and personality can change | d) Personality reflects similarities between individuals, personality is consistent and enduring, and personality does not change |

3 \_\_\_\_\_ is a micro process that focuses on the stages through which an individual consumer passes when deciding to accept or reject a new product.

- |               |               |
|---------------|---------------|
| a) Adoption   | c) Diffusion  |
| b) Assumption | d) Innovation |

4 The learning of a new or foreign culture is known as \_\_\_\_\_.

- |                  |                   |
|------------------|-------------------|
| a) Acculturation | c) Proculturation |
| b) Exculturation | d) Inculcation    |

5 John drives by the same billboard every day on his way to work. He has seen the billboard so many times, that he no longer notices it. This is an example of \_\_\_\_\_.

- |                               |                           |
|-------------------------------|---------------------------|
| a) sensory adaptation         | c) differential threshold |
| b) Just noticeable difference | d) perceptual blocking    |

**B).Define the following. (Each of 1 mark)****(05)**

1. Inner directed customers
2. Types of scales
3. Approach vs avoidance
4. J.N.D
5. ELM Model

**C).Direct questions. (Each of 1 mark)****(05)**

1. Weber's Law
2. Consumer Dogmatism
3. Innate and Acquired needs
4. Consumer Ethnocentrism
5. Consumer decision making process(only diagram)

**Q.2** Answer the following questions.

**A).** Explain the cross cultural consumer analysis

**(07)**

**B).** Explain the theories of personality

**(08)**

**Q.3** Answer the following questions.

**A).** There is a difference between the qualitative and quantitative study undertaken.

**(07)**

**B).** Enumerate the major differences between the qualitative and quantitative research

**B).** Explain the classical conditioning theory in detail. “Classical conditioning theory has variety of applications”. Justify the statement.

**(08)**

**Q.4** Attempt any two questions. **(Each of 7.5 mark)**

**(15)**

1. Discuss the differences between low- and high-involvement media. How would you apply the knowledge of hemispheric lateralization to the development of TV commercials and print advertisements?

2. The Department of Transportation of a large city is planning an advertising campaign that encourages people to switch from private cars to mass transit. Give examples of how the department can use the following strategies to change commuters' attitudes :

- a) Functional approach
- b) Assimilation contrast theory
- c) Self-perception theory
- d) Cognitive dissonance theory

3. There are number of ways to classify the Marketing Research. Explain the classification of Research in detail

4. Design a questionnaire to undertake a study on consumer perception for online shopping.