

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2017 - 18 Examination

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

Date: 06/06/2018
Time: 2.00 pm to 4.30 pm
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 ratio between the customer's perceived benefits to the resources used to obtain those benefits is called

a) Customer Value	c) Customer Retention
b) Customer Satisfaction	d) Customer Delight
2. A five point scale used for marketing research like satisfaction survey is:

a) The Likert Scale	c) Rank order scale
b) The Semantic differential Scale	d) Thurston scale
3. "Indian consumer market differs based on the state (eg. Gujarat, Maharashtra..) in which they – the consumers belong: this is a case of →

a) Regional Subculture	c) National Subculture
b) Racial Subculture	d) Generation Y Subculture
4. Which one of the following is a component of the Freudian theory?

a) Id – Ego – Super Ego	c) innovative –materialistic -- ethnocentric
b) Compliant – Aggression -- Detached	d) None of these
5. Which theory of Consumer attitude formation includes the components: "Cognition, Conation and Affect" ?

a) The Tricomponent Attitude Model	c) The Elaboration Likelihood Model
b) The Attitude Towards Object Model	d) The Attitude Towards Behavior Model

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

1. Marketing Concept
2. Segmentation
3. Family Branding
4. Customer Value
5. Enculturation

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

1. What is differential Threshold?
2. What is Personality?
3. Elaborate four examples of Consumer Sub-culture.
4. Elaboration Likelihood Model of Consumer Involvement
5. What is Reliability and Validity in measurement when doing Market Research?

Q.2 Answer the following questions.

A). Discuss the impact of digital technologies on Marketing Strategies with reference to consumer behavior aspects. **(07)**

B). Discuss Sigmund Freud's "Psychoanalytic Theory of Personality." **(08)**

Q.3 Answer the following questions.

A). Explain the use of Non-Comparative Scales of Measurement in Marketing Research. **(07)**

During the hot and humid summer months, there is a strong need among consumers to overcome the hot and humid weather conditions prevalent by installing Air-Conditioner's /Air –Coolers at

B). their home." How can Marketers of these products use the "Weber's Law of - Just Noticeable Difference" to effectively market their products? **(08)**

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

(15)

1. Develop a Questionnaire to measure customer's satisfaction on newly launched mobile services by a Telecom Company "JIO Telecom. Ltd." – use Likert Scale, Semantic differential, or any other similar scale in your questionnaire.
2. Discuss Consumer Behavior through – " A Simplified Model of Consumer Decision Making"
3. How the Maslow's Hierarchy of Needs is important in Consumer Motivation? Discuss with an example.
4. " Pavlov – a Scientist, researched the behavior of dogs and how they responded to certain stimulus – this he framed as the classical conditioning theory". What is the importance of this theory in consumer behavior and how can it be applied to consumers- that is – through an analogous model of classical conditioning?