

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – SUMMER 2018

Subject Code: 2830101

Date: 03/05/2018

Subject Name: CONSUMER BEHAVIOUR

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Option	6
Q.1	Needs of customers are triggered by	
(a)		
1.	A. Internal Stimuli B. External Stimuli C. Both a & b D. None of the above	
	nAFF Stands for:	
2.	A. Need for affirmation B. Need for affrontation C. Need for affiliation D. None of the above	
	A need that is aroused up to sufficient level is called:	
3.	A. Want B. Motive or Drive C. Both a and b D. none of above	
	Personal factors include	
4.	A. Online communities B. Personality and self-concept C. Social class D. Roles and status	
	In social class grouping, white and blue-collar workers with average pay can be classified as	
5.	A. Upper middles B. Upper uppers C. Working class D. Middle class	
	According to research, there are four factors that influence consumer buyer behavior:	
6.	A. Cultural, social, personal, psychological B. Psychological, personal, social, crm systems C. Cultural, organizational, personal, psychological D. None of the above	

Q.1 (b) Explain the following terms: **04**
1. Customer Retention
2. Social Class
3. Attitude
4. Positioning

Q.1 (c) Explain classical theory of conditioning of learning. **04**

Q.2 (a) Explain Values and Lifestyle Segmentation in detail? **07**

(b) How development of New Technologies affects Marketing Strategies. Explain with Suitable Example. **07**

OR

(b) Explain theory of learning applicable to the purchase of a New Car. **07**

Q.3 (a) Differentiate between Qualitative Research and Quantitative Research. **07**

(b) Define culture. Explain the different characteristics of culture with examples, for consumer behavior. **07**

OR

Q.3 (a) Why it is important for the marketers to understand the distribution between consumer Self Image and Ideal Self Image? Explain the concept of self-image. **07**

(b) How can you measure consumer attitude towards a brand? Prepare a questionnaire for a suitable brand. **07**

Q.4 (a) Explain Types of Consumers with suitable example. **07**

(b) You are the marketing manager of Axis Bank's Mobile Banking Division. How would you apply the concepts of providing value and customer satisfaction and retention to designing and marketing effective Mobile banking? **07**

OR

Q.4 (a) What is Consumer Perception? Explain how it helps in decision making? **07**

(b) Assume Yourself as a first-time prospective buyer of a unit linked life insurance Product, which are the different types of risk you may perceived while making purchase decision? How Would you handle these associated risks? **07**

Q.5

You may not have noticed it, but you may be getting less bang for your buck. **14**
The price of your favorite brand of noodles or biscuits may have remained constant despite inflation, but what about the quantity?
When Abhishek Mathur, a student, was told by his friends that the ubiquitous Rs:10 Maggi pack now had 20% less quantity, he was less than amused, although he had not noticed the change. Chances are most people are buying soaps, bread and biscuits thinking companies have not passed on to the consumer the higher prices in packaged goods, but to protect margins amid rising costs, food and fast-moving consumer goods companies are cutting down on quantity- grammage in trade parlance.

Experts say reducing quantity while maintaining a constant price helps companies protect their volumes. “The FMCG category is highly price sensitive. Prices of items can be increased only to some extent. Reducing grammages (quantity) will help these companies retain their customers as well as their market shares,” said Practice Kapoor, associate director for retail at consulting firm Technopunk. For retailers across cities, the move has hardly spelt a difference over the past 6 months since the trend started. Most retailers continue to witness significant growth, despite price rises and quantity cuts. Food and personal care items are rarely potential areas of compromise for consumers, they reason.

“It’s the consumers in the middle of the pyramid that are not much affected by these cuts in grammages. If the company succeeds in communicating better value proposition to this section, the strategy is sustainable for them. Impulse items, especially, can protect their volumes by going for grammage reductions,” said Raj Hosahalli, executive director, Nielsen India.

Questions:

- A. Why has this strategy of grammage reduction by marketers gone unnoticed by the consumers? Base the answer on your understanding of the consumer behavior variable of perception.
- B. Will such a strategy be useful in another category of products? Give reasons for your answer

OR

Q.5

The New Version of Apple's iPhone has generally been a strong seller worldwide, except in Japan. While some analysts had estimated that Apple would sell a million units of its latest iPhone in Japan, revised estimates put the number at more like 500,000 phones. So, what's the problem? The phone uses the faster 3G network and offers a touch screen. And Apple iPods and computers are popular in Japan. **14**

Well, it turns out that Apple iPhone's use of the 3G network is not a big deal in Japan, because 3G access has been a standard feature on Japanese cell phones for several years. And as far as the touch screen is concerned, some Japanese consumers feel that they would have problems getting used to it. Perhaps the biggest hurdle facing Apple, however, is what the iPhone doesn't have. Remember, Japanese consumers enjoy some of the world's most technologically advanced cell phone features, such as "a high-end color display, digital TV-Viewing Capability, satellite navigation service, music player and digital camera." Another "must have" feature in Japan, lacking in the iPhone, is "emoji," which is clip art that can be inserted into sentences to make e-mails more attractive. In addition, many mobile phones in Japan allow their users to use their phones as debit cards or train passes.

Questions:

- A. Did Apple err in trying to sell its latest iPhone in Japan?
- B. Is the Japanese cell phone market similar to the cell phone markets in other countries?
