

Kadi Sarva VishwaVidyalaya, Gandhinagar
MBA – Semester – III – December 2014 Examination
Consumer Behavior (MS 313)

Date: 29th December 2014**Weightage:** 40%**Duration:** 2½ Hours**Instructions:**

1. Draw figures if required.
2. Write precise answers with suitable examples.
3. Figures to the right indicate weightage.

- Q-1 (A) Explain the approaches of consumer research: 4%
- i) Positivist Approach
 - ii) Interpretivist Approach
- (B) What is a need to study consumer behavior and scope of allocation of consumer behavior? 4%
- OR
- (B) What is consumer behavior? Explain the evolution of Consumer Behavior. 4%
- Q-2 (A) “Your lifestyle is different than your parent’s life style”, explain. 4%
- (B) Explain Consumer decision Making Process. 4%
- OR
- Q-2 (A) For each of the following products, identify the segmentation base that you consider best for targeting consumers: 4%
- i) Coffee
 - ii) Soups
 - iii) Cell Phones
 - iv) Designer sunglasses
- (B) Identify the key stimuli in the product environment that influence your purchasing behavior for (a) soft drink, (b) frozen pizza. 4%
- Q-3 (A) Discuss the difference between the absolute threshold and the differential threshold. Which one is more important to the markets? 4%
- (B) Discuss the difference between low and high involvement products. How do we apply the knowledge of hemispheric lateralization for purchasing of air conditioner and toiletry products? 4%
- OR
- Q-3 (A) Explain Attitude-Towards-the –AD- Model, with example. 4%
- (B) Explain different types of perceived risk of purchasing Mobile Cell Phones. 4%
- Q-4 Explain the Models of Consumer Behavior: (Any Two) 8%
- i) The Economic Model
 - ii) Learning Model
 - iii) The Psychological Model

OR

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| Q-4 | (A) | Explain the Howard Sheth Model of Consumer Behavior. | 4% |
| | (B) | Explain the Nicosia Model. | 4% |
| Q-5 | | You are the owner of two furniture stores, one catering to upper-middle-class consumers and the other to lower-class consumers. How do social class differences influence each store's (a) product lines and styles; (b) advertising media selection; (c) the copy and communications styles used in the ads and (d) payment policies? | 8% |

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