

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539211

Date: 18/08/2021

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 Description	Marks
Q.1	Define following terms and exemplify if required. (a) Market Segmentation (b) Family Life Cycle (c) Routine Buying Behavior (d) Customer Value (e) Product Positioning (f) Consumer Attitude (g) Subliminal Perception	14
Q.2	(a) Explain stages in Consumer Buying Decision Making Process.	07
	(b) Explain the Maslow's Theory of Hierarchy of needs with an example of each need in terms of Marketing and Positioning.	07
	OR	
	(b) Explain model of the motivation process.	07
Q.3	(a) Differentiate Qualitative and Quantitative Research. Explain Consumer Research Process.	07
	(b) Explain selection, organization & interpretation in perception.	07
	OR	
Q.3	(a) Explain influence of culture on Indian Consumers' Buying Behavior.	07
	(b) How different Reference Groups can influence Buying of the Consumers?	07
Q.4	(a) Explain the tri component model.	07
	(b) Explain the communication model and elements involved.	07
	OR	
Q.4	(a) Explain Classical conditioning Theory.	07
	(b) Take a Product Example of your choice and explain your Segmentation, Targeting and Positioning strategies.	07

Q.5

CASE STUDY:

The insurance industry of India consists of 53 insurance companies of which 24 are in life insurance business and 29 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company.

Earlier, internet was the preferred channel for product search, post sells services like renewals of policies and paying premiums, however, now consumers are also purchasing different policies online in the wake of increased transparency, ease and advantage of saving money. This study finds that over the years, the consumer trend has shifted from purchasing life insurance face-to-face from an agent to purchasing over the phone or online.

The behavior of the consumer of insurance services is influenced to a large extent by numerous factors that can be classified in several categories: situational factors (factors appearing in all the phases of the decisional process: before the acquisition of the insurance policy, during the acquisition and after the purchase), factors related to the marketing activity of insurance companies (among which we can mention the impact of the promotional politics of insurance companies, the characteristics of the insurance products and distribution of insurance services, factors related to the premiums paid and the payment facilities offered by the insurance companies, factors related to the influence of the personnel of insurance companies), factors from the external environment (natural, demographical, economical, legislative and technological factors), elements related to the sociological particularities of consumers

(in this category, culture, social class, reference group and family are important factors) and factors reflecting the individual characteristics of potential insurance consumers, such as age, stage in the life cycle, gender, employment, economic status and last but not least: the education of the person.

It is foreseen by many that competition will get tougher in the financial industry owing to the rapid technological change and globalization of financial markets. As increasing competition between the financial institutions has forced many of the players to offer similar prices on deposits and loans, the efforts for gaining competitive advantage were shifted towards non-price factors. In this context, new forms of distribution channels are invaluable outlets for financial institutions since they provide the opportunity for cutting costs without diminishing the existing service levels.

- (a) Explain your views of Consumer Behaviour about Online and Offline Life Insurance purchase. **07**
- (b) How Demographical aspects influence Consumer Behavior for Online or Offline purchase of services, especially for Life Insurance. **07**

OR

- Q.5** (a) Differentiate Agent's Sales of Life Insurance and Online Sales of Life Insurance with respect to Education of Customers. **07**
- (b) What points should be taken in consideration while Online Sales of Services? **07**
