

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –III-EXAMINATION – WINTER-2023**

**Subject Code:4539211****Date: 05-12-2023****Subject Name: Consumer Behaviour****Time:10:30 AM TO 1:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

**Q.1 Explain Following Terms in Brief.****14**

- 1) Opinion Leadership
- 2) AMBUSH Marketing
- 3) Targeting
- 4) Neuromarketing
- 5) Market Maven
- 6) Consumer Behaviour
- 7) Demographics

**Q.2 (a) Discuss Different Levels of Consumer Decision Making with Suitable Example in detail****07****Q.2 (b) Discuss Impact of New Technology on marketing Techniques with suitable real-life example in detail.****07****OR****Q.2 (b) Write a note on Projective Technics.****07****Q.3 (a) Discuss Relationship between perception and consumer behaviour.****07****Q.3 (b) Discuss Tri-Component Attitude model with real life example in detail.****07****OR****Q.3 (a) Write a Short note on Consumer Learning****07****Q.3 (b) Discuss Bases of Segmentation with suitable example in detail.****07****Q.4 (a) Discuss the relationship between consumer buying and culture in detail.****07****Q.4 (b) Write a Short Note on Consumer Decision making.****07****OR****Q.4 (a) Discuss CBB model in detail.****07****Q.4 (b) Discuss Innovation and Consumer Motivation in detail.****07**

## Case Study: Apple Inc.

Apple is well known for its innovative products like Macbook PC, iPod music players, iPhone mobile phones, Apple watch, Apple TV and iPad Tablet computers. Along with coming up with innovative products, the company invested heavily in marketing to build an emotional connect with the customers. Apple use different campaigns to introduce new innovative products to build an emotional connect with its customers. The products look and feel good along with superior quality and universal appeal. Customers enjoy using their Apple products and most of the time they are seen as a status symbol. Many celebrities have iPhones and take pictures on Instagram showing in the mirror. Their retail stores also offer several features that entice customers to come in and purchase. First, the overall look of Apple stores are appealing. Much like the product, everything is clean and simple. Customers are allowed to test, touch, and use their products and talk with well-informed sale employees in order to decide on an appropriate product. Customer support combined with generally good products encourages trust and reliability, something customers require in this day and age in order to begin and continue a connection to a company and product. That association of looks, appeal, and service is what increases sales and in the end produces high profits.

**Q.5 (a). Which strategies do you suggest to Apple in order to change customer behavior in their favor? 07**

**Q.5 (b). If apple Company want to launch any new product, which product they should launch according to you? why? Discuss in accordance to Consumer behaviour in hi-tech era. 07**

**OR**

**Q.5 (a). Frame Strategy for rival of Apple on the basis of present Consumer Behaviour of Apple. 07**

**Q.5 (b). Do SWOT analysis of apple and its close rival in detail. 07**

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