

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (IB) – SEMESTER III – EXAMINATION – WINTER 2019**

**Subject Code: 1539311****Date:02/12/2019****Subject Name: Global Perspective on Consumer Behaviour****Time:10.30 am to 01.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Support your answers with relevant examples wherever applicable.

<b>Q. No.</b>	<b>Question</b>	<b>Marks</b>
<b>Q.1</b>	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Consumer behavior (b) Consumer ethnocentrism (c) Attitude (d) Reference group (e) Self image (f) Brand personality (g) Post purchase evaluation	<b>14</b>
<b>Q.2</b>	(a) How can you as a marketer, develop successful online marketing strategies with insights from understanding consumer behavior? (b) Explain the Howard Sheth model citing a purchase you recently made.	<b>07</b> <b>07</b>
<b>OR</b>		
	(b) How will you search for information about a new mobile phone you want to purchase? How would you recognize the need for a new mobile phone?	<b>07</b>
<b>Q.3</b>	(a) Explain the purchase decisions associated with the consumer decision making process. (b) How does an understanding of consumer perception help a marketer in formulating pricing and branding decisions?	<b>07</b> <b>07</b>
<b>Q.3</b>	(a) Which theories of learning would explain how consumers in India are learning about global trends, products and brands? (b) What is the implication of the family buying decision model?	<b>07</b> <b>07</b>
<b>Q.4</b>	(a) Explain motivation and its implications in understanding the consumption of foreign brands in apparels. (b) How does consumer behavior adapt to different FLC stages? Explain with justifiable examples.	<b>07</b> <b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) How are consumers adopting to new global cultural trends? (b) How does the study of a foreign country's consumers' behaviour help a marketer to formulate market segmentation and positioning strategies?	<b>07</b> <b>07</b>

**Q.5** Danish, an entrepreneur, is planning to open an Indian fast food restaurant in Hong Kong. He wants to cash in on the huge population of busy professionals who usually don't have the time for a sit-down meal. They prefer instead to grab a bite on the go. Danish has done his fair share of research, and found that though fast food restaurants cater to the need for a quick bite, consumers feel guilty of indulging in what they thought was "unhealthy". Danish conceptualized a place that will offer a quick bite as a healthy alternative, so consumers would not have to suffer from guilt. Danish is looking at establishing based on trust with his customers.

- (a) What kind of consumers would be happy with Danish's concept? **07**
- (b) What would motivate a consumer to eat at Danish's restaurant? Identify the key motives. **07**

**OR**

- Q.5**
- (a) How can Danish create a positive perception and positioning for his concept? **07**
  - (b) How can Danish conduct a research to understand consumers' reactions for his concept? **07**

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