

P P SAVANI UNIVERSITY

Third Semester of M.B.A. Examination
December 2022

SLMB8300 Connecting with Customers

21.12.2022, Wednesday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

Q - 1	Answer the following: (Any Five)	[05]	CO	BTL
(i)	Define Consumer		1	1
(ii)	What do you understand by family influence on Consumer Behavior?		2	1
(iii)	Explain how the various psychological factors affecting the Buyer's Motivation		2	2
(iv)	Define Cross Cultural Consumer Analysis.		4	1
(v)	What is Consumer Research?		2	1
(vi)	Who are Opinion Leaders?		1	1
(vii)	What is personality?		1	1
Q - 2 (a)	"Learning behavior theories depend upon response tendencies resulting from experience."- How would you explain with respect to Behavioral Theory of Consumer Learning	[05]	5	3
Q - 2 (b)	Explain in your own words Consumer Motivation	[05]	3	3
OR				
Q - 2 (a)	"As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product"- What would happen if Consumer attitude basically comprised of beliefs towards, feelings towards and behavioral intentions towards some objects? Explain with diagram	[05]	5	6
Q - 2 (b)	Compare & Contrast between Personality Traits of Consumer with that of Self Concept	[05]	4	4
Q - 3	"The diffusion of innovations theory seeks to explain how and why new ideas and practices ideas are adopted with timeless potentially spread out over the long periods" Explain this statement by explaining in detail the diffusion process with the help of stages in innovation diagram	[10]	4	4
OR				
Q - 3 (a)	How would you use opinion leaders conform to system norms and at the same time lead in the adoption of new ideas? Explain in detail	[05]	5	3
Q - 3 (b)	Suppose you are playing a role of Opinion Leadership for some decision. Explain with the help of examples (any two) how you will apply the various features of Opinion Leadership style to your decision.	[05]	3	6
Q - 4	Short Notes on: (Anyone)	[05]		
(i)	Give an example of relationship between Social Class and Social Status		4	4
(ii)	Effect of Communication on Consumer Behavior		4	2
SECTION - II				
Q - 1	Answer the following: (Any Five)	[05]		
(i)	When people try to make same kind of purchases as expected by their peers belong to same_____.		3	1

(ii)	What do you mean by reference Group?	3	1
(iii)	What do you mean by social class?	4	1
(iv)	Give two reasons for segmenting the market?	4	2
(v)	What do you mean by attitude?	1	1
(vi)	Cognitive and behavioral components are the part of _____. A) Social class B) subculture C) Culture D) attitude	5	2
(vii)	Celebrity spokespeople are a common example of businesses using ____ reference groups to sell their products. A) Dissociative Group B) Aspirational C) Family D) Secondary group	3	2
Q - 2 (a)	How would you analyze the advantages and disadvantages of groups?	[05]	3 4
Q - 2 (b)	What are the competing arguments for social class effect on consumer purchases?	[05]	4 4
OR			
Q - 2 (a)	How would you design a Tri - Component Model for any consumer attitude?	[05]	5 6
Q - 2 (b)	Explain the various steps involved in consumer decision making process?	[05]	4 2
Q - 3(a)	Explain the nature and characteristics of attitude?	[05]	3 2
Q - 3(b)	Compare & contrast the relationship between social class, social factors, and consumer behavior.	[05]	4 4
OR			
Q - 3(a)	How would you evaluate the Multi attribute Attitude Model?	[05]	5 6
Q - 3(b)	Explain the factors leading to the development of attitude?	[05]	5 2
Q - 4	Short Note: (Anyone)	[05]	
(i)	Hierarchy of effects mode	4	1
(ii)	Types of attitudes	3	1

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create