

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA. Sem-III Regular Examination January 2011****Subject code: 830101****Subject Name: Consumer Behaviour and Marketing Research****Date: 06 /01 /2011****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Describe the meaning of consumer innovator in consumer behavior parlance, along with related personality traits. **07**
(b) Differentiate between exploratory and conclusive research with suitable examples. **07**

- Q.2** (a) Explain the concept of just noticeable difference (differential threshold) and its implications on price and quality. **07**
(b) Explain with suitable examples the various product characteristics that influence diffusion of innovation. **07**

OR

- (b) Explain various stages of traditional family life cycle giving suitable examples of products that can be targeted in each stage. **07**

- Q.3** (a) Explain the subjective and objective methods of measuring social class. Which is more preferred by marketers and why? **07**
(b) A media research firm has asked 1000 respondents the average number of hours spent daily on watching TV. Suggest with justification the statistical test that should be used in the following situations: **07**
i. They need to find if there is difference in the TV watching habits of men and women.
ii. They want to find if the TV watching habit of consumers depend on their age.

OR

- Q.3** (a) Explain core Indian cultural values with suitable examples. **07**
(b) Compare comparative scaling techniques versus non-comparative scaling techniques. **07**

- Q.4** (a) Explain the questionnaire design process. **07**
(b) Explain various types of probability sampling methods. **07**

OR

- Q.4** (a) Explain the applicability of various parametric and nonparametric hypothesis tests related to differences. **07**
(b) Explain various types of non probability sampling methods. **07**

- Q.5** (a) Describe a situation wherein each of the following statistical designs is appropriate: Randomized block design, Latin square design and Factorial design. **07**
(b) What are the main uses of factor analysis? **07**

OR

- Q.5** (a) Explain the similarities and differences between cluster analysis and discriminant analysis. **07**
(b) Explain the definition and marketing applications of multidimensional scaling. **07**
