

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –III Examination Dec. - 2011

Subject code: 830101

Date: 13/12/2011

Subject Name: Consumer Behaviour and Marketing Research(CB&MR)

Time: 10.30 am – 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.**

Q.1

- (a) You are the marketing manager of HDFC's online banking division. 07
How would you apply the concepts of providing value, customer satisfaction, and customer retention to designing and marketing effective online banking?
- (b) What is market segmentation? explain the five effective criteria for effective targeting to marketing an AMUL Milk to households. 07

Q.2

- (a) Why are consumers' needs and goals constantly changing? what factors influence the formation of new goals? explain. 07
- (b) A marketer of health foods is attempting to segment a certain market on the basis of consumer self image. Describe the four types of consumer self-image and discuss which one(s) would be most effective for the stated purpose. 07

OR

- (b) Does subliminal advertising work? support your view. 07

Q.3

- (a) How can the principles of (a) classical conditioning and (b) instrumental conditioning be applied to the development of marketing strategies? 07
- (b) Find advertisements that illustrate each of the four motivational functions of attitudes. Distinguish between ads that are designed to reinforce an existing attitude and those aimed at changing an attitude. 07

OR

Q.3

- (a) Why is an opinion leader a more credible source of product information than an advertisement for the same product? are there any circumstances in which information from advertisement is likely to be more influential than word of mouth? explain. 07
- (b) How does the family influence the consumer socialization of children? what role does television advertising play in consumer socialization? explain. 07

Q.4

- (a) What is culture? explain the cultural differences between an India & Islamic countries. 07

(b) What is the purpose of multi dimensional scaling? explain. 07

OR

Q.4

(a) Describe the nature of the output of cluster analysis. 07

(b) What is the purpose of discriminant analysis? explain. 07

Q.5

(a) What is the Spearman rank correlation coefficient, and when is it applicable? explain. 07

(b) What is the difference between primary & secondary data? explain. 07

OR

Q.5

(a) What is scaling? Explain the nominal, ordinal, interval & ratio scales with examples. 07

(b) Explain the Latin Square Design & Factorial Design. 07
