

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012****Subject code: 830101****Date: 11-01-2013****Subject Name: : Consumer Behavior and Marketing Research****Time: 10:30 pm – 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) Explain Maslow's theory of hierarchy of needs with diagram. Explain theory's application in marketing. **07**

(b) Explain the steps of consumer research process. **07**

Q.2 (a) Explain the five types of reference group appeals with examples. **07**

(b) Define opinion leadership. Why are opinion leaders effective in influencing consumers in product related decisions. **07**

OR

(b) Discuss the tri component model of attitude formation with examples. **07**

Q.3 (a) Define research design and give a classification of research design. **07**

(b) When are qualitative research designs used? Classify qualitative research design procedures. **07**

OR

Q.3 (a) Give a detailed classification of secondary data. **07**

(b) What is measurement? Explain the four types of primary scales of measurement. **07**

Q.4 (a) Explain the steps in the sampling design process. **07**

(b) Enlist the three objectives of a questionnaire. Explain the different types of questionnaires. **07**

OR

Q.4 (a) How is cross tabulation different from frequency distribution? Give reasons for wide use of cross tabulation in marketing research. **07**

Q.4 (b) Give two examples in marketing research which requires application of analysis of variance (ANOVA). Identify with the example the steps of conducting one way ANOVA. **07**

Q.5 (a) Define factor analysis. Under what circumstances is factor analysis used? **07**

(b) Explain the applications of cluster analysis in marketing. **07**

OR

Q.5 (a) Explain the elements of the Main Body of a research report. **07**

(b) Define Multi Dimensional Scaling (MDS). Explain its use in marketing. **07**
