

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 830101

Date: 01-06-2015

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

Time: 14:30 pm – 17:30 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 the model of motivation process with a diagram. **07**
(b) Explain the strategic applications of classical conditioning theory of learning. **07**
- Q.2** (a) Define social class. Explain the three methods of social class measurement. **07**
(b) With examples explain 'family life cycle' with reference to consumer behavior studies. **07**
- OR**
- (b) Define opinion leadership. Explain the reasons for the effectiveness of an opinion leader. **07**
- Q.3** (a) Define secondary data. Explain advantages and uses of secondary data. **07**
(b) What is research design? Explain different types of research design in brief. **07**
- OR**
- Q.3** (a) Define scaling. Explain the four primary scales of measurement namely nominal, ordinal, interval and ratio. **07**
(b) Explain the three non comparative itemized rating scales with examples. **07**
- Q.4** (a) Define sampling. Explain the four types of non probability sampling. **07**
(b) Define skewness. How is skewness distribution different from symmetric distribution? Identify difference between mean, median and mode with an example of your choice. **07**
- OR**
- Q.4** (a) Identify differences between parametric and non parametric tests. Which statistical test has to be used when the data is metric, and from two paired samples of observation? **07**
(b) Identify the steps of conducting one way ANOVA. **07**
- Q.5** (a) Explain the different parts of main body of a research report. **07**
(b) Explain the different parts of prefatory part of a research report **07**
- OR**
- Q.5** (a) Explain applications of factor analysis in market research. **07**
(b) Explain applications of conjoint analysis in market research **07**
