

**GUJARAT TECHNOLOGICAL UNIVERSITY****M.B.A -III<sup>nd</sup> SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 830101****Date: 31/05/2012****Subject Name: Consumer Behavior and Marketing Research (CB&MR)****Time: 02:30 pm – 05:30 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 Maslow's Theory of Hierarchy of needs with an example of each need. How can this theory be used by marketers for segmentation and positioning purposes? **07**
- (b) Explain briefly the Freudian Theory of Personality. In what way do the Neo Freudians differ with this theory? **07**

- Q.2** (a) Explain in brief the various steps in consumer research process? **07**
- (b) Give classification of research design. Explain the differences between major types of research design. **07**

**OR**

- (b) Explain Cross-sectional and Longitudinal Research design. Also explain Cohort Analysis with an example. **07**

- Q.3** (a) What are the basic concepts derived from classical conditioning. Discuss how these can be used by marketers for marketing their products? **07**
- (b) Enumerate the key differences between Opinion Leaders and Surrogate Buyers. **07**

**OR**

- Q.3** (a) Who are consumer innovators? Explain the personality traits that are useful in differentiating between consumer innovators and noninnovators? **07**
- (b) Explain the various product characteristics that influence consumer acceptance of new products. **07**

- Q.4** (a) What do you mean by projective techniques? What are the advantages and disadvantages of projective techniques? **07**
- (b) What are the objectives of a questionnaire? Explain briefly the steps in questionnaire design process. **07**

**OR**

- Q.4** (a) What do you mean by comparative and non-comparative scales? Explain any two types of comparative scales. **07**
- (b) Describe cluster sampling. Explain the key difference between cluster sampling and stratified sampling? **07**

- Q.5** (a) What is consumer socialization with reference to children? How does the family influence the consumer socialization of children? **07**
- (b) What is product positioning? Explain the major positioning strategies used by marketers with an example of each from the Indian consumer market. **07**

**OR**

- Q.5** (a) Explain briefly the different types of reference groups that influence the consumer and how they influence consumer behavior? **07**
- (b) Explain in detail the various barriers to communication with suitable examples. **07**

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