

**GUJARAT TECHNOLOGICAL UNIVERSITY****M.B.A. Sem. – III - Examination –June- 2011****Subject code: 830101****Subject Name: Consumer Behavior and Marketing Research****Date:09/06/2011****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)** Define attitude. Explain a person's attitude toward visiting a multiplex in terms of the tri-component attitude model. **07**
- (b)** Explain with examples how can the three basic concepts derived from classical conditioning theory of learning be applied to the strategic applications of consumer behavior? **07**
- Q.2 (a)** Which are the different methods used to measure the social class? Which is the method used by marketing researchers and why? **07**
- (b)** As a marketing consultant, you were retained by the Malaysian Tourism to design a study investigating how Indian families make vacation decisions. Who, within the family, would you interview? What kind of questions would you ask? Which are the roles played by different family members for purchasing the trip to Malaysia in next vacation? **07**
- OR**
- (b)** (i) Which are the five product characteristics that seem to influence consumer acceptance of new products? Describe how a manufacturer might use knowledge of this product characteristics to speed up the acceptance of pocket-size cellular telephones: **04**
- (ii) Identify and define the three specific levels of consumer decision making approaches? What type of decision process would you expect most consumers to follow in their first purchase of a new product or brand in each of the following areas: chewing gum, sugar and luxury car? **03**
- Q.3 (a)** Explain the role of research in marketing? Stating examples, explain – management decision problem and marketing research problem. **07**
- (b)** Explain the different types of measurement scaling techniques, giving examples. **07**
- OR**
- Q.3 (a)** What is descriptive research? Briefly explain the prominent survey methods. **07**
- (b)** With examples identify the applications of focus groups and projective techniques in marketing research? **07**
- Q.4 (a)** What is non-probability sampling? Which are the various non-probabilistic sampling techniques? **07**
- (b)** In brief, explain the questionnaire designing process, giving examples where needed. **07**
- OR**
- Q.4 (a)** A company has re-organized its sales department. The following data show its weekly sales both before and after re-organization. The period for comparison is **07**

taken from January to March in two successive years.

Sales (in Rs. Lakhs)

Week No.	Sales before re-organization	Sales after re-organization
1	12	16
2	15	17
3	13	14
4	11	13
5	17	15
6	15	14
7	10	12
8	11	11
9	18	17
10	19	22

The company wants to know if the re-organization of the sales department has contributed positively and significantly to sales.

Mention the hypothesis testing procedure for this situation and suggest a test to reach to the conclusion. State your reasons for selecting the particular test. (Please do not perform any calculation.)

- (b) An experiment was conducted to determine which of three advertisements (A, B & C) were to be used in introducing a new personal computer. A total of 120 people who were thinking of buying a personal computer were split randomly into three groups of 40 each. Each group was shown a different advertisement and each person was asked his or her likelihood of buying the advertised brand. A scale of 1 (very unlikely) to 7(very likely) was used. The total scores rated for each ad by each group are as follows: 07

	Ad 'A'	Ad 'B'	Ad 'C'
Group 1	210	185	163
Group 2	205	197	144
Group 3	195	203	187

Mention the hypothesis testing procedure for this situation and suggest a test to reach to the conclusion. State your reasons for selecting the particular test. (Please do not perform any calculation.)

- Q.5 (a)** What is cluster analysis? Which are the various purposes in marketing for which cluster analysis can be used? 07
- (b)** What is Latin square design and factorial design? 07

**OR**

- Q.5 (a)** An insurance company has the following record on hand for 5 customers: 07

Customer number	Value of Policy (Sum Assured)	Age of policy holder	Annual Income of policy holder	Number of dependents
1	Rs. 5,00,000	35	Rs.3,50,000	4
2	Rs. 1,00,00,000	32	Rs.25,00,000	2
3	Rs. 25,00,000	28	Rs.7,50,000	1
4	Rs. 2,00,000	31	Rs.2,00,000	3
5	Rs. 55,00,000	45	Rs.35,00,000	1

What tool of analysis would you recommend to predict the value of policy that a potential customer will opt for? Why?

- (b)** What is correlation analysis? Where can it be used in marketing research? 07

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