

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014**

**Subject Code: 830101**

**Date: 29-05-2014**

**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)** How can the principles of (a) Operant conditioning theory and (b) instrumental conditioning theory be applied to the development of marketing strategies? **(07)**

**(b)** Compare and contrast the exploratory, descriptive, and causal research designs **(07)**

**Q2 (a)** Define motivation. Draw the model of Motivation and explain **(07)**

**(b)** Neutrogena is a manufacturer of personal care products for young adults. The company would like to extend its facial cleansers product line. Design a (a) qualitative and (b) quantitative research design for the company focused on this objective. **(07)**

**OR**

**Q2 (a)** Name and explain the various theories of Personality. **(07)**

**(b)** The Gillette Company, which produces the highly successful Sensor shaving blade, recently, introduced a clear gel antiperspirant and deodorant for men. Identify the perceived risks associated with the purchase of this new product and outline a strategy designed to reduce these perceived risks during the product's introduction. **(07)**

**Q.3 (a)** What do you mean by cross cultural analysis? What are the aspects that should be kept into mind while performing a cross cultural analysis? **(07)**

**(b)** Explain factors affecting Consumer Buying Behaviour **(07)**

**OR**

**Q.3 (a)** Prepare a detail research design for marketing manager of tata Nano car who wants to know about customer satisfaction level across India who recently purchased newly Introduced car. **(07)**

**(b)** What is a Research Problem? State the main issue which should receive the Attention of the researcher. Discuss various types of Research Problem and Give appropriate examples to illustrate your answer. **(07)**

**Q.4 (a)** What are the different kinds of data collection instruments for Secondary Data **(07)**

and Primary data? State their suitability according to their applications. List the criteria for evaluating secondary data.

- (b) Compare and contrast the exploratory, descriptive, and causal research designs. (07)

**OR**

- Q.4** (a) Define the appropriate target population and the sampling frame in each of following situation and. Also develop sampling methods/ hypothesis testing/significant level/coding/editing and data preparation: Total sample is 200. Based on Assumption explain answers. (07)

- The manufacturer of a new cereal brand wants to conduct product usage test in India.
- A local TV station wants to determine households' viewing habits and programming Preference.
- To identify customer preference for credit card

- (b) Explain various scaling techniques with appropriate examples (07)

- Q.5** (a) Explain bivariate analysis and Multivariate analysis techniques. (07)

- (b) A **random** surveys of 1000 respondents regarding purchase of Fashion clothing from departmental stores. The respondents classified in to high –low education groups. (07)

Education	Purchase of Fashion clothing		Total
	High	Low	
High	363	137	500
Low	322	178	500

- Explain in details about six step procedures for hypothesis testing.
- Define Objectives for the same.
- Identify Statistical tool to discuss above problem and justify answers.

**OR**

- Q.5** (a) Explain the significance of research report and narrate the various steps involved in writing such a report. Explain the layout of research report. (07)

- (b) Explain Probability and Non Probability sampling Procedure (07)

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