Seat No.: _____ Enrolment No._____

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**

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