Seat N	lo.: _	Enrolment No.	_
Subj	ect N	GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A -III nd SEMESTER-EXAMINATION – MAY/JUNE- 2012 ode: 830101 Date: 31/05/20 Name: Consumer Behavior and Marketing Research (CB&MR) 30 pm – 05:30 pm Total Marks	
Instr		•	
		empt all questions.	
		ke suitable assumptions wherever necessary.	
3.		res 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	07
	(b)	positioning purposes? 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
Q.2	(a) (b)	Give classification of research design. Explain the differences between	07
	(6)	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. OR	07
Q.4	(a)	What do you mean by comparative and non-comparative scales? Explain any	07
Æ	()	two types of comparative scales.	
	(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	07
Q.J	(a)	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. OR	07
Q.5	(a)	Explain briefly the different types of reference groups that influence the	07

(b) Explain in detail the various barriers to communication with suitable 07

consumer and how they influence consumer behavior?

examples.