Seat No.:	Enrolment No.

Subject code: 830101

GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Date: 11-01-2013

Subject Name: : Consumer Behavior and Marketing Research			
_		:30 pm – 01:30 pm Total Marks: 7	70
Instr		-	
		Attempt all questions.	
		Make suitable assumptions wherever necessary.	
		Figures to the right indicate full marks.	
Q.1	(a)	Explain Maslow's theory of hierarchy of needs with diagram. Explain	07
		theory's application in marketing.	
	(b)	Explain the steps of consumer research process.	07
Q.2	(a)	Explain the five types of reference group appeals with examples.	07
Q.2	(b)		07
	(6)	influencing consumers in product related decisions.	07
		OR	
	(b)	Discuss the tri component model of attitude formation with examples.	07
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Q.3	(a)	Define research design and give a classification of research design.	07
	(b)	When are qualitative research designs used? Classify qualitative	07
		research design procedures.	
		OR	
Q.3	(a)	· · · · · · · · · · · · · · · · · · ·	07
	(b)		07
		measurement.	
Q.4	(a)	Explain the steps in the sampling design process.	07
7. 7	(b)		07
	(2)	of questionnaires.	0,
		OR	
Q.4	(a)	How is cross tabulation different from frequency distribution? Give	07
		reasons for wide use of cross tabulation in marketing research.	
Q.4	(b)	Give two examples in marketing research which requires application of	07
		analysis of variance (ANOVA). Identify with the example the steps of	
		conducting one way ANOVA.	
0.5	(n)	Define factor analysis. Under what circumstances is factor analysis	07
Q.5	(a)	used?	U/
	(b)		07
		OR	٠,
Q.5	(a)		07
-	(b)		07
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