

Exemba/extexam-nov2014

Seat No. _____

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam Nov. 2014

304 (A) : MARKETING RESEARCH and CONSUMER BEHAVIOUR

Time: 2hrs.

Marks: 50

Instructions to candidates:

- 1. Attempt any 5 questions out of 7 questions.**
- 2. Each question carries equal marks.**

- 1. What is cluster analysis and conjoint analysis? For what purpose are they used in marketing?**
- 2. You are the owner of two furniture stores, one catering to upper-middle-class and the other to lower-class consumers. How will these influence each store's**
 1. Product line and style.
 2. Advertising media selection.
 3. Copy and communication style used in the advertisements.
 4. Payment policies.
- 3. Identify the scope, the sources & the significance of Marketing Intelligence and describe in detail the key cornerstones of Market Intelligence with examples.**
- 4. How does the family influence the consumer socialization of children? What role does media play in consumer socialization?**
- 5. Discuss the limitations of Marketing Research? Explain the ethical issues in Marketing Research.**
- 6. What is cross-cultural consumer analysis? How can a multinational company use cross-cultural research to design each factor in its marketing mix? Illustrate your answers with example.**
- 7. How can marketers use consumers' failures at achieving goals in developing promotional appeals for specific products and services. Give examples.**