

**University of Pune**  
**Department of Management Sciences (PUMBA)**

**304(A) - Marketing Research & Consumer Behavior**

Max. Marks : 50

Time : 2 ½ Hours

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**Note:** 1) Attempt any two from questions 1 to 3  
2) Answer to Section I & II are to be written on separate answer sheet.

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**Section I**  
**Marketing Research**

**Que. 1:**

Where factor analysis technique is used in marketing research? Explain steps in applying this technique. (10 Marks)

**Que. 2:**

How the fit of the discriminant analysis model can be assessed? What are the options available to researcher if the discriminant analysis model's fit is not good? (10 Marks)

**Que. 3:**

How cluster analysis can be used in customer segmentation. Explain hierarchical clustering method and K-means clustering method. (10 Marks)

**Que. 4:**

Write short notes on any one: (5 Marks)

1. Rotation in factor analysis
2. Chi square test of independence of attributes.

**Section II**  
**Consumer Behavior**

**PART I: Attempt any 2 Questions out of the 3 given.**

**Marks 10 each**

**Que.1.** Explain the theory of Operant Conditioning and substantiate it with an example of a how would you create the right Stimuli if you were running a low cost airline.

**Que. 2.** Using the concept of the Absolute threshold, how would you ensure success for a retail fast food restaurant? Explain the theory as well as how would you implement this decision

**Que.3.** Explain the Neo-Freudian theories of Personality and their application to the passenger car industry.

**PART II: Attempt any 1 part of Question 4.**

**Marks 5**

**Que.4.** a) Explain the application of Demographic and Geographic segmentation?  
b) What is Culture? Explain with examples how Culture impacts consumers.