

May-2011 - External

University of Pune
Department of Management Sciences (PUMBA)
304 (A): Marketing Research & Consumer Behavior

Max. Marks: 50

Time: 2 ½ Hours

Note: Answer to Section I & II are to be written on separate answer sheet.

Section I
Marketing Research

NOTE: Que. 4 is compulsory
Attempt any two from questions 1 to 3

Que. 1:

In what situation in consumer behavior would you use Factor Analysis technique? Explain how you would interpret the outcome of Factor Analysis. (10)

Que. 2:

What is the difference between cluster analysis and discriminant analysis in segmenting customers? Explain any one technique in terms of steps involved in applying it. (10)

Que. 3:

How would you decide whether perceptual mapping is a good technique for the data collected in survey? If fit is not good what are the ways to make fit good? (10)

Que. 4: Write short notes on any one: (5)

1. Uses of Wilk's lambda in discriminant analysis
2. Community in Factor analysis

Section II
Consumer Behavior

PART I: Attempt any 2 Questions out of the 3 given. Marks 10 each

1. Explain the theory of Classical Conditioning and substantiate it with an example of a how would you create the right Stimuli if you were opening a Health Farm.
2. Using the concept of the Differential threshold, how would you manage Price changes upwards if you were the Head of Marketing for Maruti Suzuki India Ltd? Explain both the theory and how would you implement this decision.
3. Explain the Freudian theory of Personality and its application to the fast food industry in terms of its application.

PART II: Attempt any 1 part of Question 4. Marks 5

4. a) Explain the theory and application of the VALS Framework?
b) Explain the theory and application of the Tri-component Attitude Model.

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Instructions :

1. Each section is to be attempted on separate answer sheet.
2. In each section, first three questions carry 10 marks each, attempt any two. Short note carries five marks each, attempt any one.

Section I

1. Following statements were factor analyzed to know psychographics of consumers:

1. I would rather spend a quiet evening at home than go out for party
2. I always check prices even on small items
3. Magazines are more interesting than movies
4. I would not buy products advertised on billboards
5. I am a homebody
6. I save and cash coupons
7. Companies waste lot of money on advertising

Following output was obtained. What inference can you draw from the output? (10)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.650
Bartlett's Test of Sphericity	Approx. Chi-Square	57.994
	df	21
	Sig.	.000

Anti-image Correlation:

	Quiet evening at home	Always check prices	Magazines rather than movies	Not buy billboard products	Homebody	Save and cash coupons	Advertising is waste
Quiet evening at home	0.72	0.10	-0.32	-0.07	-0.49	0.03	0.16
Always check prices	0.10	0.41	0.18	0.27	-0.30	-0.65	0.26
Magazines rather than movies	-0.32	0.18	0.64	0.16	-0.32	-0.30	0.49
Not buy billboard products	-0.07	0.27	0.16	0.54	-0.31	-0.24	-0.29
Homebody	-0.49	-0.30	-0.32	-0.31	0.54	0.29	-0.25
Save and cash coupons	0.03	-0.65	-0.30	-0.24	0.29	0.34	-0.23
Advertising is waste	0.16	0.26	0.49	-0.29	-0.25	-0.23	0.59