

MBA II Year Examination
MP-601 : Consumer Behaviour & Market Research

Time: 3 Hours

Max. Marks: 80

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A
(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. What is consumer buying decision.
2. What is personality?
3. Give names of the variables affecting family purchase.
4. Give any two criteria of Good research.
5. Who plays most important roles in family decision making, give name of the participants?
6. Give any four features of research.
7. What is product research?
8. What is Data coding?
9. Give names of any four economic determinants of purchasing behaviour.
10. What do you understand by family influence while making purchase decision?
11. What is convenience sampling?
12. What is observation?
13. What is sample?
14. What is Data Analysis?
15. What is motivation?
16. Give any two types of marketing research design.
17. What is Consumer Behaviour?
18. What are the various determinants of the consumer buying behaviour.
19. Define Research.
20. What is perception?
21. What is Elasticity model of consumer behaviour?
22. What is Hypothesis?
23. Discuss Data Classification.
24. What is personality trait theory?

Section B

(Short Answer Type Questions)

Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. Explain model of consumer Behaviour.
2. Explain the buying decision process.
3. What are the limitations of personality variables in understanding consumer behaviour?
4. What is the use of motivational research?
5. Explain experimental research design.
6. What are parametric tests and Non-parametric tests?
7. Explain the emerging research trends in marketing briefly.
8. Explain Psychological Determinants of Consumer buying Behavior.
9. How cultural influences plays an important role in consumer behaviour?
10. Explain marketing determinants of consumer behaviour.
11. How parental influence differ from children influence?
12. In a facial cream example, try to develop different types of tables and comment on which is better in your opinion.
13. Explain methods of sampling.
14. Briefly explain the hypothesis testing.
15. How to prepare a research report? Briefly explain.
16. Write a short note on organizational buying behavior.
17. Briefly explain the consumer buying decision process.
18. Which family role influences you while any purchase decision?
19. Explain characteristics of the Psychoanalytic theory.
20. Give characteristics of research.
21. What are the problems faced by a researcher?
22. What is the difference between schedule and Questionnaire?
23. What are the projective techniques of data collection?
24. Discuss perception and consumer behavior.

Section C

(Long Answer Type Questions)

Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

Section-C

1. Explain the preliminary Research Steps.
2. Analyze the relationship between motivation and consumer buying behaviour. Which factors are necessary for consumer buying behaviour process?
3. How buying patterns and purchase decisions may vary by age, gender and stage of life. Explain with examples.

4. If you are appointed as a marketing manager of a company that want to introduce a new mobile phone into the market. Your main competitor is Apple and Samsung which have built great brand loyalty over the years. Build a strategy to be followed in marketing your brand of mobile phone.
5. "How you climb a mountain is more important than reaching the top". Elaborate with reference to the essentials of Research Design.
6. Write a short note on the following.
 - (a) Organisational buying behaviour
 - (b) Report writing
7. What are the emerging research trends in marketing?
8. Write a short note on the following.
 - (a) Product adoption model
 - (b) The Howard Sheth model
9. "Motivation is the driving force among individual consumers that impel them to action" elaborate this statement what are the motivational factors?
- 10 Explain marketing research process.
11. Explain the scope of marketing research.
12. Explain the methods of primary data collection briefly.
13. Write short note on the following :
 - (a) Motivation and Consumer Behaviour.
 - (b) Perception and Consumer Behaviour
14. Write short note on the following :
 - (a) Attitude and consumer behaviour
 - (b) Social class and consumer behavior

15. Standardize the following data set by subtracting the mean from each data of the series and divide the resultant by series standard deviation and get the standard scores. Plot scatter graph of raw data and standardized data and write 50 words on patterns obtained from standardized scores.

Table : Daily Sweet Consumption and Study Hours of Child

Days of Week	Sweet Consumption (GMs)	Study Hours of Child (Hours)
Monday	150	1.5
Tuesday	75	2.5
Wednesday	110	2.25
Thursday	80	2
Friday	90	2
Saturday	180	4
Sunday	175	3.75

16. Give definitions of consumer behaviour explain how informational influence differ from Normative influence. Explain consumer behaviour model.
17. Write short note on the following –
 (a) Attitude and consumer behaviour
 (b) Group dynamics
18. Explain the model which can help marketers to understand the buying decision of consumers at every state in buying decision process.
19. What are the limitations of personality variables in understanding consumer behaviour. And Explain brand personality.
20. What is research and data preparation? Explain how to analyses and prepare data.
21. What is product life cycle? Explain various stages of product life cycle.
22. What is marketing research design? Explain the types of marketing r esearch design.
23. Explain various types of data analysis with examples. What is linearity and non-linearity in data?