MP-601

June - Examination 2026
MBA (IInd Year) Examination
Consumer Behaviour and Market Research
Paper : MP-601

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. Define the following terms -
   (i) Social Class
   (ii) Consumer Behaviour
   (iii) Opinion Leader
   (iv) Perception
   (v) Secondary Data
   (vi) Market Research
   (vii) Research Problem
   (viii) Probability Sampling

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. Explain the role of Attitude in shaping consumer behaviour.
3. Discuss the methods of data collection in marketing research.
4. Discuss the influence of family members in consumer decision - making.
5. Discuss the steps involved in conducting marketing research.
6. Define organizational buying behaviour and explain its characteristics.
7. Explain various sampling techniques used in marketing research.
8. Explain the role of culture in consumer behaviour.
9. Explain the stages involved in consumer buying decision process.

Section-C

2×16=32

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **16** marks.

10. Explain the role of motivation and learning in consumer behaviour.

11. Discuss the qualities of an effective marketing research report.

12. Discuss the formation and change of consumer attitude in marketing.

13. Explain how demographic and psychographic factors influence consumer purchasing behaviour.
