

MP-601

December - Examination 2015

MBA IInd Year Examination**Consumer Behaviour and Marketing Research****Paper - MP-601****Time : 3 Hours]****[Max. Marks :- 80**

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

Section - A

8 x 2 = 16

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

- 1) (i) What is personality?
- (ii) What is data collection?
- (iii) Give any two types of marketing research design.
- (iv) Define consumer behaviour.
- (v) What is market research?
- (vi) Write two methods of probability sampling.
- (vii) What is data analysis?
- (viii) List two psychological determinants of consumer buying behaviour.

Section - B

4 x 8 = 32

Note: Answer any four questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Explain model of consumer behaviour.
- 3) What are parametric and non-parametric tests? Explain.
- 4) What are the limitations of personality variables in understanding consumer behaviour?
- 5) What is a difference between schedule and questionnaire?
- 6) Discuss social class and consumer behaviour.
- 7) Write a note on organisational buying behaviour.
- 8) What is sampling? Discuss its types.
- 9) How to prepare a research report? Explain.

Section - C

2 x 16 = 32

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

- 10) Explain marketing research process.
- 11) Explain any three models of consumer behaviour.
- 12) Discuss latest research trends in marketing.
- 13) Write detailed notes on determinants of consumer buying behaviour.
