

MP-601

December - Examination 2016

Master of Business Administration - II 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.
Answer as per instructions.

Section - A**8 × 2 = 16**

Note: Answer **all** the questions within 30 words in each.

- 1) Describe the following concepts:
- (i) Family Purchase Decision
 - (ii) Product Research
 - (iii) Sample
 - (iv) Motivational Research
 - (v) Experimental Research Design
 - (vi) Personality Trait Theory
 - (vii) Hypothesis
 - (viii) Report

Section - B**4 × 8 = 32****Note:** Answer **any four** questions within 200 words in each.

- 2) Explain buying decision process.
- 3) Discuss psychological determinants of consumer buying behaviour.
- 4) Discuss various methods of sampling.
- 5) Describe characteristics of a good research study.
- 6) Discuss projective techniques for data collection.
- 7) Distinguish between schedule and questionnaire.
- 8) Explain parametric and non-parametric tests.
- 9) Examine the scope of marketing research.

Section - C**2 × 16 = 32****Note:** Answer **any two** questions within 500 words in each.

- 10) How can buying patterns and purchase decisions way vary by demographic factors? Explain with suitable examples.
- 11) Derive a marketing strategy for a new product like a mobile phone in present competitive scenario.
- 12) Elaborate recent trends of marketing research in India.
- 13) Discuss the methods of primary data collection.
