

**MP-601**

December - Examination 2017

**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.  
Write answers as per given instructions.

**Section - A****8 × 2 = 16**

(Very Short Answer Questions)

**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) Discuss the following:
  - (i) Criteria of good research.
  - (ii) Data coding.
  - (iii) Personality.
  - (iv) Consumer behaviour.

- (v) Economic determinants of purchasing behaviour.
- (vi) Data Analysis.
- (vii) Observation method.
- (viii) Convenience sampling.

**Section - B****4 × 8 = 32**

(Short Answer Questions)

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

- 2) Briefly explain the product adoption model.
- 3) Discuss different strategies of attitude change.
- 4) What are new trends in market research.
- 5) Explain the characteristics of a good research report.
- 6) What is difference between questionnaire and schedule?
- 7) Explain the concept of hypothesis testing.
- 8) Establish the relation between perception and marketing strategy.
- 9) Discuss different types of probability sampling.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

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

- 10) Discuss in detail the buyer decision process.
  - 11) Explain the utility of consumer behaviour models with reference to :–
    - (i) Luxury car
    - (ii) Office equipment
  - 12) “How you climb a mountain is more important than reaching the top”. Elaborate with reference to the essentials of Research Design.
  - 13) Explain the preliminary research steps.
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