

MP-601

December - Examination 2018

**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) Explain the following terms within 30 words each:
 - (i) Consumer Retention
 - (ii) Reference Group
 - (iii) Cognitive learning
 - (iv) Life style
 - (v) Brand loyalty
 - (vi) Social Class

(vii) Longitudinal Research

(viii) Systematic Random 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) What are the Determinants of the consumer behavior.
- 3) Why do people's culture and sub-cultures affect what they buy? Discuss.
- 4) Discuss the levels of consumer decision making.
- 5) Discuss the product adoption model.
- 6) Discuss the concept of social media marketing.
- 7) Discuss the process of data analysis and interpretation.
- 8) Discuss different methods of data collection.
- 9) Explain various types of 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) Elaborate important statistical tools for data analysis and interpretation.
- 11) Write a detail note on sampling plan.
- 12) Discuss the major influences on the organizational buying and analyze the organizational buying process.
- 13) Discuss the theory of consumer preferences for buying.
