

MP-601

December - Examination 2019

**Master of Business Administration - II Year
Examination****Consumer Behaviour and Market 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. Virtual Shopping
 - ii. Social Media
 - iii. Customer Retention
 - iv. Buying Learning
 - v. Life Style
 - vi. Information Search
 - vii. Family Life Cycle
 - viii. Social Class

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. Examine the Motivation Roles in Buying Behaviour.
3. Explain Cultural Determinants in buying decisions.
4. Explain the concept of Brand Personality.
5. Describe the Factors affecting consumer's perceptual mechanism.
6. What do you understand by consumer preferences? Explain.
7. Discuss the Marketing Research Process.
8. Explain the concept of Non Probability Sampling.
9. Examine important contents of a questionnaire.

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 the Model of Family Decision Making for buying.
11. Describe the Organizational Buying Process for a firm.
12. Examine the scope of Marketing Research.
13. Describe important Research Designs in Marketing.
