

MP-601

December – Examination 2020

Master of Business Administration (II Year) Examination

**Consumer Behaviour and Marketing Research
Paper : MP-601**

Time : 2 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

8×2=16

(Very Short Answer Type 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 :

(i) Buying process

- (ii) Personality
- (iii) Demographics
- (iv) Organizational buying
- (v) Sampling frame
- (vi) Primary data
- (vii) Report
- (viii) Exploratory research design

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

- 2. Examine the family roles in buying behaviour.
- 3. Explain the determinants in buying decisions.
- 4. Explain one of the models of consumer behaviour.
- 5. Describe the relationship between social class and consumer behaviour.

- 6. What do you understand by consumer motives ? Explain.
- 7. Discuss the process of sampling.
- 8. Explain the concept of random sampling.
- 9. Examine important contents of a report.