

MP-601

December – Examination 2021

**Master of Business Administration
(II Year) Examination**

Consumer Behaviour and Market Research

Paper : MP-601

Time : 1½ 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

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 4 marks.

1. (i) What do you mean by Physiological Conditions ?
- (ii) What do you mean by Reference Group ?
- (iii) What is Buying Decision Process ?
- (iv) What is Consumer Perception ?
- (v) What is Attitude Change ?
- (vi) What is Social Stratification ?
- (vii) What do you mean by Group Behaviour ?
- (viii) Define Organizational buying.

Section-B **4×16=64**

(Short Answer Type Questions)

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

2. How motivation play an important role in Consumer Buying Decision and what are the motivational factors ? Explain.
3. Explain what physical factors, social situations, time factors and/or moods have affected your buying behaviour for different products.

4. Briefly explain and assess the Howard and Sheth Model of Consumer Behaviour.
5. Describe personality trait theory. Give five examples of how personality traits can be used in consumer research.
6. What is the linkage between Attitude and Consumer Behaviour ? Explain with suitable examples.
7. What do you understand by Family Influence while making purchase decision ? Give few examples inspired by personal life.
8. Develop a research plan for identifying the effectiveness of an advertisement of an air conditioner published in a state level newspaper.
9. What is linearity and non-linearity in data ? How outliers in data set can be detected and removed ? Explain.