

Section–C

2×16=32

(Long Answer Type Questions)

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

10. What is Consumer Behavior and which factors are necessary to explain the Consumer Behavior Process ?
11. Explain the Self-concept Theory describing the ‘actual self’, the ‘ideal self’ and the ‘extended self’.
12. Describe the Consumer Perception process. Explain the elements of Consumer Perceptual Process.
13. What do you mean by Sample ? Explain various types of sampling.

MP-601

December – Examination 2022

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

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

Time : 3 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into three Sections A, B and C. 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 up to **30** words. Each question carries 2 marks.

1. (i) What do you mean by Social Group ?
- (ii) What do you mean by Reference Group ?
- (iii) What is Brand Loyalty ?
- (iv) What do you mean by Post-purchase Behaviour ?
- (v) What is Personality ?
- (vi) What is Product Positioning ?
- (vii) What is Attitude ?
- (viii) What do you mean by Social Stratification ?

Section-B **4×8=32**

(Short Answer Type Questions)

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

2. How Family and Household factors do affect the consumer buying decision ?

3. How does the process of perception work and how can companies use it to their advantage in their marketing ?
4. Outline the various stages involved in the buying decision process support your answer with examples of each stage.
5. What do you mean by Consumer Attitude Formation ? Explain with marketing examples.
6. What are the stages in Traditional Family life-cycle decision making in Purchases ? Discuss.
7. Explain important of Social class in Consumer behavior.
8. What are the basic characteristics of consumer preferences ? Explain it.
9. What are the major influences on the organization buying ? Discuss at length.