

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. Outline the various stages involved in the buying decision process. Support your answer with examples of each stage.
11. Describe the Consumer Perception process. Explain the elements of Consumer Perceptual Process.
12. What do you mean by Consumer Attitude Formation ? Explain with marketing examples.
13. What is social stratification ? Write factors responsible for social stratification.

MP-601

December – Examination 2023

MBA (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 Occupation ?
- (ii) What do you mean by Supply and Demand ?
- (iii) What is Perceptual Reactions ?
- (iv) What is Consumer Perception ?
- (v) What is Self-Concept Theory ?
- (vi) What is Social Stratification ?
- (vii) What do you mean by Attitude Change ?
- (viii) Define Organizational buying.

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 do Maslow's hierarchy of needs and learning affect how companies market to consumers ?
3. Discuss different viewpoints of consumer models.

4. What is the linkage between Attitude and Consumer Behaviour ? Explain with suitable examples.
5. What are the stages in Modern Family life cycle decision making in Purchases ? Discuss.
6. What is Consumer Behavior and which factors are necessary to explain the Consumer Behavior Process ?
7. Develop a research plan for identifying the effectiveness of an advertisement of an air conditioner published in a state level newspaper.
8. Explain the Self-Concept Theory describing the 'actual self', the 'ideal self' and the 'extended self'.
9. What is linearity and non-linearity in data ? How outliers in data set can be detected and removed ? Explain.