

**MP-601**

**December - Examination 2025**  
**MBA (II Year) Examination**  
**CONSUMER BEHAVIOR 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. Explain the following terms -
  - (i) Reference group
  - (ii) Routinized Response Behaviour
  - (iii) Organisational Buying
  - (iv) Random Sampling
  - (v) Consumer behaviour
  - (vi) Psychographics
  - (vii) Survey
  - (viii) Model Report

**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. Discuss the determinants of demographics.
3. Enumerate important statistical tools for drawing inferences.
4. Examine the types of personality and its impact on buying behaviour.
5. Examine the process of industrial buying.

6. Distinguish between qualitative and quantitative research.
7. Write a note on sampling frame.
8. What do you mean by sampling errors? Explain.
9. Describe a model of consumer behaviour.

**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. Discuss the process of sampling for a market research.
11. Why should we study consumer behaviour? Explain.
12. Analyze the application of technology for marketing research.
13. Examine recent trend in buying behaviour research in India.

-----