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**MP-601**

**June – Examination 2020**

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

**Consumer Behaviour and Marketing 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 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 within 30 words each :

- (i) Consumer Behaviour
- (ii) Social Media

- (iii) Family Lifecycle
- (iv) Research Report
- (v) Data Coding
- (vi) Observation
- (vii) Random Sampling
- (viii) Media Research

**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. Examine the cultural determinants of the consumer behavior.
3. Discuss Buying Decision Process.
4. Analyze the concept of Brand Personality.
5. Elaborate the Personality Influences on a Consumer Decision Making.
6. Describe the elements of Consumer Perceptual Process.

7. Discuss the contents of Questionnaire.
- 8 Explain the Scope of Marketing Research.
9. Discuss the Mechanism for understanding reliability of Data.

**Section-C**                      **2×16=32**

**(Long Answer Type Questions)**

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

10. Discuss important Models of Consumer Behaviour.
11. Describe the organizational buying process for a firm.
12. Examine recent trends in Marketing Research.
13. Describe the modern methods of data collection.