

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. How motivation plays an important role in consumer buying decision and what are the motivational factors ? Explain.
11. Explain what physical factors, social situations, time factors, and/or moods have affected your buying behaviour for different products.
12. Describe Personality Trait Theory. Give *five* examples of how personality traits can be used in consumer research.
13. What do you understand by family influence while making purchase decision ? Give few examples inspired by personal life.

MP-601/4

(4)

T-503

MP-601

June – Examination 2023

**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.

MP-601/4

(1)

T-503 Turn Over

1. (i) What do you mean by Normative Influence on Consumers ?
- (ii) What is Cognitive Learning ?
- (iii) What do you mean by Consumer Decision Making ?
- (iv) Discuss the Product Adoption Model.
- (v) What is Brand Personality ?
- (vi) What do you understand by Consumer Preferences ?
- (vii) Write any *two* characteristics of Business Market.
- (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.

MP-601/4

(2)

T-503

2. How do Maslow's hierarchy of needs and learning affect how companies market to consumers ?
3. Briefly explain and assess the Howard and Sheth Model of Consumer Behaviour.
4. Discuss the model of family decision making.
5. What is Consumer Perception ? What are the features and characteristics of consumer perception ?
6. What are the characteristics of Attitude ? Briefly describe the function of attitude for consumers.
7. What is Social Stratification and write factors responsible for social stratification.
8. What do you mean by Marketing Research ? Explain its significance in modern times.
9. What is Research Design ? How is it important to consumer research ? Illustrate.

MP-601/4

(3)

T-503 Turn Over