

MP-601

June – Examination 2024

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. Explain the following terms :

- (i) Reference group
- (ii) Psychographics
- (iii) Routinized Response Behaviour
- (iv) Random Sampling
- (v) Social Class
- (vi) Experimental Research Design
- (vii) Family Influences
- (viii) 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 buying decision making process.
- 3. Examine impact of personality on buying behaviour.
- 4. “Social Class has an impact on buying behaviour.”
Discuss.

- 5. Elaborate important marketing research designs.
- 6. Describe the method of collecting primary data.
- 7. Describe the format of ideal report on marketing research.
- 8. Examine the perceptual errors in buying decisions.
- 9. Distinguish between individual and organisational buying.

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. Describe the determinants of consumer behaviour.
- 11. Examine the process of market research.
- 12. Discuss important statistical tools for data analysis.
- 13. Explain major research trends in marketing.