

MP-601**Management Examination, June- 2015****Consumer Behaviour & Marketing
Research****MP-601***Time : Three Hours]**[Max. Marks : 80*

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section-A

(Very Short Answer Questions)

Note: Answer all questions. As per the nature of the questions delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks. 2x8=16

1.
 - (i) What is consumer Behaviour?
 - (ii) Name any 2 Determinants of consumer Behaviour?
 - (iii) Define Personality?
 - (iv) How does family influences decision making while buying a product?
 - (v) Define organizational Buying Behaviour?
 - (vi) What is Market Research?
 - (vii) Name the types of data collection?
 - (viii) What is a Report?

Section-B

(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 200 words. Each question carries 8 marks.

4×8=32

2. What do you understand by consumer Behaviour? Explain the determinants of consumer Behaviour briefly?
3. Describe the process of Buying Decision?
4. Explain how perception & attitude influence consumer Behaviour?
5. "Social class influence the pattern of buying in consumer". Do you agree?
6. What are the consumer Preferences while taking decisions to buy a certain product?
7. Define the different marketing Research Design?
8. What do you understand by sampling? Define the various sampling techniques?
9. What do you understand by report writing? Explain the steps used in Report writing?

Section-C

(Long Answer Questions)

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

10. Define various models of consumer Behaviour?
11. What do you understand by data collection? Explain the types of data collection? Differentiate between primary & Secondary Data?
12. What do you understand by data Analysis? Define the various techniques used in data Analysis?
13. What are the latest Research trends in Marketing?