

MP-601

June - Examination 2016

Master of Business Administration - II Year Examination**Consumer Behaviour and Marketing Research****Paper - MP-601****Time : 3 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**8 × 2 = 16**

(Very Short Answer Questions)

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

- 1) (i) Give two criteria of good research.
- (ii) What is consumer buying decision?
- (iii) What is motivation?
- (iv) What is report writing?
- (v) Define perception.
- (vi) Write two methods of non-probability sampling.
- (vii) What is data coding?
- (viii) List two psychological determinants of consumer buying behaviour.

Section - B**4 × 8 = 32**

(Short Answer Questions)

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

- 2) Write short notes on:
 - (i) Organisational buying behaviour.
 - (ii) Sampling techniques.
- 3) Briefly explain hypothesis testing.
- 4) What is research? Discuss its characteristics.
- 5) Explain the theories of attitude.
- 6) Explain the different methods of motivation research.
- 7) Explain consumer buying behaviour process.
- 8) How cultural influences play an important role in consumer behaviour?
- 9) Explain different methods of report presentation.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) What is data collection? Explain the methods of primary data collection.
- 11) Discuss the various factors affecting perception during consumer buying behaviour.
- 12) Discuss the various steps followed in report-writing.
- 13) Write short note on:
 - (i) Social class and consumer buying behaviour.
 - (ii) Recent trends in market research.
