

**MP-601**

June - Examination 2017

**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 within 30 words in each.

- 1) Discuss the following:
  - (i) Sub culture
  - (ii) Perception
  - (iii) Response Hierarchy Model
  - (iv) Trait theory
  - (v) Selective distortion
  - (vi) Projective technique
  - (vii) Any two types of marketing research design
  - (viii) Name the roles played by family members in decision making.

**Section - B****4 × 8 = 32**

(Short Answer Questions)

**Note:** Answer **any four** questions within 200 words each.

- 2) Explain different types of non-probability sampling methods.
- 3) Explain characteristics of psychoanalytic theory.
- 4) Explain briefly the format of a research report.
- 5) Discuss the role of family in influencing any purchase decision.
- 6) What are parametric and non-parametric tests.
- 7) What do you mean by standard deviation? Explain with the help of an example.
- 8) Discuss advantages and disadvantages of primary data.
- 9) Differentiate between organisational and consumer buying behaviour.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions within 500 words each.

- 10) Analyse the relationship between motivation and consumer buying behaviour. Generate your answer in context to:
  - (i) Fashion clothes
  - (ii) Car
- 11) Explain the scope of marketing research.
- 12) Explain the methods of primary data collection.
- 13) Write an essay on organisational buying behaviour.