

**MP-601**

June - Examination 2018

**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) Explain the following terms within 30 words each:
  - (i) Consumer Behaviour
  - (ii) Customer Perception
  - (iii) Family Buying
  - (iv) Consumer Performance
  - (v) Demographics
  - (vi) Psychographics

(vii) Research Report

(viii) Sampling

### 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) Briefly explain the buying process.
- 3) How does personality affect consumer behavior.
- 4) How does family influence the buying behavior.
- 5) Discuss the techniques of marketing research.
- 6) Write a note on sampling.
- 7) Describe the methods of data collection.
- 8) Illustrate a format of market research report.
- 9) Discuss different types of research design.

### Section - C

2 × 16 = 32

(Long Answer Questions)

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

- 10) Discuss in determinants of consumer buying behavior.
- 11) Explain process of marketing research.
- 12) Discuss the Organizational Buying Behaviour Process.
- 13) Explain the recent research trends in Marketing.