

MP-601

June - Examination 2019

**Master of Business Administration - II Year
Examination****Consumer Behaviour and Market 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 Satisfaction
 - (iii) Psychographics
 - (iv) Neuro Marketing
 - (v) Data Coding
 - (vi) Observation
 - (vii) Non Probability Sampling
 - (viii) Media Research

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) Examine the Determinants of the consumer behavior.
- 3) Discuss Buying Decision Process.
- 4) Analyze the Product Adoption Model.
- 5) Elaborate the Personality Influences on a Consumer Decision Making.
- 6) Describe the elements of Consumer Perceptual Process.
- 7) Discuss recent trends of Marketing Research in India.
- 8) Explain various parts of a Market Research Report.
- 9) What do you mean by reliability of Data? Discuss the Mechanism for understanding reliability.

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 important Models of Consumer Behaviour.
- 11) Describe Personality Trait Theory which can be used in consumer research.
- 12) Draft a Model Report for a Survey of Launching a New Car.
- 13) Describe the modern methods of data collection.