

MP-601

June – Examination 2022

**Master of Business Administration
(IInd Year) Examination**

Consumer Behaviour and Market Research

Paper : MP-601

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 4 marks.

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(1)

T-503 *Turn Over*

1. (i) Write any *two* determinants of Consumer Behaviour.
- (ii) What do you mean by Customer Retention ?
- (iii) What is Behavioural Learning ?
- (iv) What is the Black Box Model ?
- (v) What is Perception ?
- (vi) What do you mean by Modern Family Life Cycle ?
- (vii) Write any *two* factors affecting Consumer Preferences.
- (viii) What do you mean by Marketing Mix ?

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

2. What is Consumer Behaviour and which factors are necessary to explain the Consumer Behaviour Process.

3. Outline the various stages involved in the buying decision process support your answer with examples of each stage.
4. Describe personality trait theory. Give *five* examples of how personality traits can be used in consumer research.
5. What is the linkage between attitude and consumer behaviour ? Explain with suitable examples.
6. What is social stratification and write factors responsible for social stratification ?
7. What are the major influences on the organization buying ? Discuss at length.
8. What is causal research design ? How is it different from descriptive research design ? Explain.
9. What are the uses of secondary data ? Explain the modern methods of data collection.