

MBA-604**MSP-40**

**M.B.A. DEGREE EXAMINATION –
JUNE 2008.**

(AY 2005–2006 onwards)

**MARKETING RESEARCH AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should
not exceed 2 pages.

Answer for 10/15 marks questions should
not exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. What is descriptive research design?
2. How will you collect secondary data?
3. What is consumer behaviour?
4. What are the bases for market segmentation?
5. What are the characteristics of industrial buyer?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What is marketing research? Explain its steps.
7. What is a questionnaire? Explain the steps in constructing a questionnaire.
8. Explain briefly about organisational buying behaviour.
9. Discuss the impact of social, economic and psychographic factors on consumer behaviour.
10. Write short notes on :
 - (a) Consumerism
 - (b) Problem recognition
 - (c) Cognitive dissonance.
11. What is validity? Explain the procedure for conducting validity tests.
12. Briefly explain the application of consumer behaviour for strategic marketing.