

MBA-184

MSP-40

**M.B.A. DEGREE EXAMINATION —
JUNE, 2010.**

Second Year

**MARKETING RESEARCH AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. Describe the importance of performance monitoring research.
2. Discuss the format of a research.
3. What is the influence of social class on consumer behaviour?
4. How does language influence consumer behaviour? Explain.
5. What is impulse purchasing? What are the influences on it?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What is the scope of marketing research? Explain.
 7. Explain the steps in marketing research process.
 8. Define motivation research. What are the techniques of motivation research?
 9. What is segmentation? Explain the steps in segmentation process.
 10. Describe the Howard-Seth model of consumer behaviour.
 11. Explain the Information Search process in detail.
 12. Write the genesis of consumerism in India.
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