

MBA-354	MSP-40
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M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005-06 batch onwards)

Second Year

Marketing Management

MARKETING RESEARCH AND CONSUMER
BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the scope of Marketing Research.
2. Identify the qualities and characteristics of a good Researcher.
3. Why to study the consumer behaviour?

4. Write short notes on “Cultural influences in Consumer Behaviour”.
5. What are the issues and challenges faced by the markets in recognizing the problem of consumers?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the Marketing Research design process. What are the difficulties faced by the Marketing Researcher?
7. Construct a questionnaire to study the consumer preferences in your city towards a toothpaste.
8. What is known as Sales Analysis Research? How to do the Sales Analysis Research?
9. Briefly explain the applications of consumer behaviour. What are the learning experiences we can gain from Consumer Research?
10. Explain the Howard Seth model of Buyer behaviour. What are its pitfalls in behaviour model?

11. Discuss the process of purchasing. Highlight the significance of Search process in purchase decision.

12. “Consumerism in India is a best tool for a promotion of a Market and Consumer utility of a product /service” – Discuss.
