

D 12354

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JANUARY 2022**

M.B.A.

BUS 3EM 01—CONSUMER BEHAVIOUR AND MARKETING RESEARCH

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weighthage

Section A*Answer all questions given below.**Each question carries 1 mark.*

1. Define Consumer Behaviour.
2. What is post purchase behaviour ?
3. What do you mean attitude information ?
4. What do you mean core culture ?
5. What is marketing research ?
6. What is data analysis ?

(6 × 1 = 6 weightage)

Section B*Answer any four questions given below.**Each question carries 3 marks.*

7. What are the concepts of consumer behaviour ?
8. What is the family life cycle and decision-making ?
9. Explain the buying process.
10. What is consumer protection ?
11. What are the different steps in marketing research ?
12. What are the different tools of analysis ?

(4 × 3 = 12 weightage)

Turn over

Section C

*Answer any **three** questions given below.*

Each question carries 4 marks.

13. Explain nature and scope in consumer behaviour.
14. Explain the theories of personality.
15. What are the components of MIS ?
16. Explain the behavioural patterns of Indian consumers.
17. Explain Howard Sheth model.

(3 × 4 = 12 weightage)

Section D

Compulsory question.

18. Discuss the recent developments in modelling consumer behaviour.

(1 × 6 = 6 weightage)