

D 91568

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 3EM 01—CONSUMER BEHAVIOUR AND MARKETING RESEARCH

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions given below.

Each question carries 1 weightage.

1. Define consumer involvement.
2. What is life style ?
3. What do you mean by attitude information ?
4. What do you mean by core culture ?
5. What is marketing research ?
6. What is report writing ?

(6 × 1 = 6 weightage)

Section B

Answer any four questions given below.

Each question carries 3 weightage.

7. Explain the nature and scope in consumer behaviour.
8. What is the family life cycle and decision making ?
9. Explain the theories of personality.
10. What the components of MIS ?
11. What are the different steps in marketing research ?
12. What are the different types of consumer models ?

(4 × 3 = 12 weightage)

Turn over

Section C

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

Each question carries 4 weightage.

13. Explain concepts of consumer behaviour.
14. Explain consumer buying process.
15. What are models of consumer decision?
16. Explain the problems faced by Indian consumers.
17. Explain the need and importance of marketing research.

(3 × 4 = 12 weightage)

Section D

Compulsory questions.

18. Discuss the parametric and non-parametric tests.

(1 × 6 = 6 weightage)