

D 33211

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. (2016 SCHEME) DEGREE
EXAMINATION, JANUARY 2023**

MBA (CUCSS)

BUS 3EM 01—CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. Write a short note on 'consumer behaviour audit'.
2. What are the types of buying motives ?
3. Define Marketing Research.
4. What is social class ?
5. What is consumer involvement ?
6. Give a note on 'SPSS'.

(6 × 1 = 6 weightage)

Part B

*Answer any **four** of the following.
Each question carries 3 weightage.*

7. Describe the role of different types of groups in consumer behaviour.
8. Narrate the silent features and objectives of Consumer Protection Act, 1986.
9. Explain briefly the various stages in personality.
10. How does culture influence consumer behaviour ?
11. Distinguish marketing research from marketing information system.
12. How do qualitative research methods help to study consumer behaviour.

(4 × 3 = 12 weightage)

Part C

*Answer any **three** of the following.
Each question carries 4 weightage.*

13. Explain the various theories of consumer behaviour model.
14. What are the different types of purchase decisions ? What kind of marketing and socio-cultural factors will influence consumer decision making ?

Turn over

15. "Marketing Research is vital for the Evaluation of a sound marketing strategy." Explain this statement.
16. Discuss in detail the reasons for the slow growth of consumer movement in India.
17. Describe the different methods of random sampling techniques.

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question.

The question carries 6 weightage.

18. The FM radio is booming but the demand for radio sets is on a rapid decline forcing companies in India to either stop manufacturing devices or trim down the number of models sold. In the wake of growing listener-ship and mushrooming of FM channels in the country, companies are integrating radio as an additional feature in other devices like mobile phones, music players and torches to cater to consumer demand.

A leading Japanese electronics major once used to sell a wide range of radio sets and transistors in India, is just left with only one model on retail shelves. Currently this company sells a small transistor priced at Rs. 800 which is mostly brought by senior citizens. The youth is not interested in buying separate radio sets any more. Despite the substantial decline in demand of the products, companies still believe that there is still scope for business opportunities in smaller markets.

Questions :

Develop a questionnaire to survey the reasons for decline in demand and new consumer preferences for Radios.

(1 × 6 = 6 weightage)