

**D 51906**

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018**

(CUCSS)

M.B.A.

Specialisation : Marketing

**BUS 3EM 01—CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer the following questions.*

*Each question carries 1 weightage.*

1. What is Consumer Behaviour ?
2. Define the term 'Consumerism'.
3. What are the benefits of Market Segmentation ?
4. Give a note on "Cultural influences in Consumer Behaviour".
5. Mention the elements of Marketing Research.
6. What are the methods of data collections ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any four of the following.*

*Each question carries 3 weightage.*

7. Define Consumer Behaviour and discuss its significance in the Modern World.
8. Briefly explain the buying motives.
9. What are the issues and challenges faced by the markets in recognizing the problem of consumers ?
10. Explain the scope of Marketing Research.
11. Narrate the different types of measurement.
12. Summarise the statistical tools used for analysis in marketing research.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

*Answer any three of the following.*

*Each question carries 4 weightage.*

13. "Consumerism in India is a best tool for a promotion of a Market and Consumer utility of a product/service". Discuss.
14. Explain the Howard Seth model of Buyer behaviour. What are its pitfalls in behaviour model ?
15. Discuss the consumer problem recognition process in detail.
16. Explain the Marketing Research design process. What are the difficulties faced by the Marketing Researcher ?
17. Elucidate the contents of a research report.

(3 × 4 = 12 weightage)

**Part D**

*Answer the compulsory question.*

*Question carries 6 weightage.*

18. Now-a-days children who are lured by advertisement are pressing their parents to eat out. This motivates entrepreneurs to start fast food restaurants. These restaurants serve busy customers who like to satisfy their hunger quickly and also enjoy the variety of foods items offered. That is why fast food restaurants are very popular in all towns and cities.

A leading restaurant in Madurai seeks to know the opinion of the customers over the services rendered by it. Conduct a survey using structured questionnaire and tabulate the results.

Questions :

- (a) What are the traits over opinion may be sought from respondents ?
- (b) Give your conclusions of the study.

(1 × 6 = 6 weightage)