

4M1014

Roll No. _____

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M. B. A. IV Sem. (Main / Back) Exam., April - May 2017
M-420 Consumer Behavior & Market Research
(Major - I)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 What do you understand by consumer behaviour? Explain consumer decision making process with the help of any model of your choice. [4+10=14]
- Q.2 (a) What do you understand by learning? Name various learning theories. Explain the basic difference between 'behavioral theories' and 'cognitive theories' of learning. [7]
- (b) Explain influence of culture & rule culture on consumer behavior in brief. [7]
- Q.3 (a) What do you mean by opinion leadership? Enumerate its importance in the consumer behaviour. Discuss the profile of opinion leaders. [10]
- (b) Explain Perception & its marketing implications. [4]

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- Q.4 (a) Define Marketing Research and give its classification briefly. [4]
(b) Explain the steps in the Marketing Research Process. [6]
(c) Explain the scope of Marketing Research in globalized era. [4]
- Q.5 (a) Define sampling. Explain various methods in selecting a sample from the population. Give their merits & demerits. [7]
(b) Differentiate between sampling & non-sampling errors. Can these errors be eliminated? Explain. [7]
- Q.6 Write short notes on:
(a) Discriminate Analysis [5]
(b) Factor Analysis [5]
(c) Cluster Analysis [4]

SECTION – B

- Q.7 you are owner of two furniture stores, one catering to upper middle class consumers and the other to lower class consumers. How do social class differences influence each store's:- [3.5×4=14]
(a) product lines & styles
(b) advertising media selection
(c) the copy & communication style used in the ads.
(d) payment policies.