4M1214

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

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 How can the study of Consumer Behavior assist marketers in segmenting market and positioning products? Explain.   [14]

Q.2 Explain the impact of lifestyles and psychographics on consumers buying decisions.   [14]

Q.3 What is cross cultural consumer analysis? How can a multinational company use cross cultural research to design each factor in its marketing mix?   [14]

Q.4 What do you understand by consumer perception? Can consumer attitude towards brands be changed?   [14]

Q.5 Discuss in detail the Marketing Research process. What are the different phases in Marketing Research process? [14]

Q.6 What are the sources of marketing data? Describe the pros and cons of any two data collection methods. [14]

SECTION – B

Q.7 What is the importance of consumer research? Draft the proposal to study the consumer segmentation in the urban market for two- wheelers. [14]