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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.
- 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?

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Q.5 Discuss in detail the Marketing Research process. What are the different phases in [14] Marketing Research process? Q.6 What are the sources of marketing data? Describe the pros and cons of any two data collection methods. The continuence was a second of the continuence of [14] THE NIGHT SECTION - B smill tomis Official of managed for Q.7 What is the importance of consumer research? Draft the proposal to study the [14] consumer segmentation in the urban market for two- wheelers. which she constitute is required to estempt one a questions. Section B contains them case study i conference based questions (2.1) How can the shake of Consumer Rebasing asset marketors in sognaturing must consiand to the come cultural consumer analysis? How can a method to the contract of the contract o OF What do you understand by consultant peorgraph Can consumes, animals consumes

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