

Student's Roll No. :
(To be written before any answer)

Subject Code : MACB

SEMESTER V – B.B.A. EXAMINATION 2008
MARKETING RESEARCH & CONSUMER BEHAVIOUR

Full Marks : 100

Time : 4HRS.

Students should answer in their own words as far as practicable.

MARKETING RESEARCH

GROUP – A

ANSWER ANY 5 QUESTIONS.

[5x2=10]

- Q1. What is secondary data? What are the advantages of using secondary data?
- Q2. What are the advantages and disadvantages of close-ended questions?
- Q3. What are the different types of errors which can take place in sampling?
- Q4. Explain 'Likert Scale'? Where is it used?
- Q5. What do you understand by multivariate analysis?
- Q6. Explain with examples 'mean', 'median' and 'mode' in statistical data analysis.
- Q7. What are the different methods of collecting 'primary data'?

GROUP – B

ANSWER ANY 4 QUESTIONS.

[4x10=40]

- Q8. Differentiate between a structured and unstructured questionnaire. Discuss their relative advantages and disadvantages.
- Q9. Why do we need information? What are the characteristics of meaningful information?
- Q10. Why is attitude measurement important in Marketing Research? Explain the two commonly used scales for attitude measurement.
- Q11. What is a sampling design? Discuss any two probability sampling methods.
- Q12. What is the difference between market research and marketing research? Explain the different stages in the marketing research process.
- Q13. State the different types of research designs. Elaborate the exploratory research design and the descriptive research design.

CONSUMER BEHAVIOUR

GROUP – C

[5]

ANSWER ANY ONE QUESTION

- Q14. What is meant by ‘Membership Groups’ and ‘Reference Groups’?
- Q15. What do you understand by the ‘Psychographic’ segmentation of the Consumer?
- Q16. Explain the ‘VALS’ model in Consumer Behaviour.

GROUP – D

ANSWER ANY THREE QUESTIONS.

[3x15=45]

- Q17. What is “Life Style”? How does it affect consumption?
Describe two different Indian life styles and give typical sets of at least ten products / brands that persons of these two life styles might use, highlighting the differences between the two.
- Q18. Who would you rather go shopping with – parents / relatives / siblings / spouse/ children / friends, etc.? Discuss this for different products and / or buying situations. If possible, relate your views to any theory you may have learnt.
- Q19. Describe the different factors which affect a consumer’s buying behaviour.
- Q20. What are the different buying behaviours which a consumer faces?
Differentiate between complex and habitual buying behaviour, (with examples).
- Q21. Explain how industrial buying behaviour is different from consumer buying behaviour? What do you understand by ‘new task’ in industrial buying?

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