Reg. No. ☐☐☐☐☐☐☐☐☐☐

MBAS 507

III Semester M.B.A. Degree Examination, November/December 2019

(CBCS)

BUSINESS ADMINISTRATION

Marketing Research and Consumer Behaviour

Time : 3 Hours]   [Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the question should not exceed **six** pages.   **(1 × 15 = 15)**

1. "The study of consumer behaviour is multi-disciplinary in nature". Do you agree? Why? Explain with appropriate examples.

SECTION – B

Answer **any five** questions. Each question carries **eight** marks and answer to each question should not exceed **five** pages.   **(5 × 8 = 40)**

2. Explain descriptive research method with an example.

3. What do you mean by non-probability sampling? Illustrate your answer.

4. What is a research report? Explain features of a good market research report.

5. Explain the role of motivation in consumer decision making.

6. What is subliminal perception? Explain with examples.

7. What is a reference-group? What is its role in shaping consumer behaviour? Explain.

8. Briefly discuss the theory of cognitive dissonance.

9. Discuss with examples the influence of family on consumer behaviour.

SECTION – C

Answer to the question should not exceed **six** pages.　　　**(1 × 15 = 15)**

10. A well-known fantas park marketer wants to enter Mangalore City. He contacts you to do market research and suggest whether it is feasible to enter Mangalore market or not. How do you go about it? Discuss the research design you would use for the purpose.

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