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MBAS 507

Third Semester M.B.A. Degree Examination, December 2017
(CBCS)

BUSINESS ADMINISTRATION
Marketing Research and Consumer Behaviour

Time : 3 Hours

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

Max. Marks : 70

(1×15=15)

SECTION - A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

1. "Culture is the most powerful influencer of consumption behaviour". Do you agree? Why? Explain with appropriate examples.

SECTION - B

(5×8=40)

Note : Answer **any five** questions. **Each** question carries **eight** marks and answer to **each** question should **not** exceed **five** pages.

2. Explain the difference between exploratory and descriptive research methods.
3. Distinguish between probability and non-probability sampling methods. Illustrate your answer.
4. Explain features of a good market research report.
5. Explain the role of learning in consumer decision making.
6. Discuss with examples the role of perception in consumer behaviour.
7. What is cognitive dissonance? How can a marketer handle it? Explain.
8. Briefly discuss the utility of economic model of consumer behaviour.
9. Discuss with examples the influence of reference group on consumer behavior.



SECTION - C

(1x15=15)

Note : Answer to the question should **not** exceed **six** pages.

10. A well-known national level apartment builder 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 ? Elaborate the research design you would use for the purpose.