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MBAS 507

Third Semester M.B.A. Degree Examination, December 2018
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

SECTION – A
(Compulsory)

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

1. "Culture is an all pervading force." Explain the statement in the context of the role played by culture in shaping consumption behaviour.

SECTION – B

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

2. What is the significance of Marketing Research ? Explain the applications of Marketing Research.
3. What is Research design ? Explain the different types of research and steps involved in research design.
4. Why are data important in marketing research ? Discuss the different data sources available for Marketing Researcher.
5. What is a research report ? Explain the role of analysis and interpretation of data in the preparation of a research report.
6. Explain and illustrate how social class influences consumption behavior.
7. Why do consumers experience cognitive dissonance ? What marketing strategies are needed to reduce it ? Explain with examples.

P.T.O.



- 8. How does reference group analysis help in understanding consumer behavior ? Illustrate.
- 9. Explain with examples the influence of family on a typical consumer decision process.

SECTION – C

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

(1×15=15)

- 10. A mobile service provider wants to know the perception of consumers towards different plans offered by him vis-à-vis the offers of the competitors in Mangalore City. The service provider contacts you to do market research and submit the report. How do you go about it ? Elaborate the research design you would use for the purpose.

SECTION – B

- 1. What is the significance of research? Explain the applications of Marketing Research.
- 2. What is Research Design? Explain the different types of research and steps involved in research design.
- 3. Why are data important in marketing research? Discuss the different data sources available for marketing research.
- 4. What is a research report? Explain the role of analysis and interpretation of data in the preparation of a research report.
- 5. Explain and illustrate how social and cultural factors influence consumer behavior.
- 6. Why do consumers experience cognitive dissonance? What marketing strategies are needed to reduce it? Explain with examples.