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BBABMC 314/BBMBMC 314

**Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)**

**Paper – I : MARKETING MANAGEMENT (Elective)
Marketing Research**

Time : 3 Hours

Max. Marks : 120

- Instructions :** 1) Section – **A** : Answer in **one** or **two** sentence **each**.
2) Section – **B** : Answer **not** more than **two** pages **each**.
3) Section – **C** : Answer in **not** more than **six** pages **each**.

**SECTION – A
(Two Marks Each)**

1. Answer **any ten** from the following. **(10×2=20)**
- Define marketing research.
 - What is desk research ?
 - What is hypothesis ?
 - What is pilot study ?
 - Define sample,
 - What is marketing information system ?
 - What is closed ended questions ?
 - What is buying motives ?
 - What is undifferentiated marketing ?
 - What is discretionary income ?
 - What is government market ?
 - What is meant by sub-culture ?

P.T.O.



SECTION – B
(Eight Marks Each)

Answer **any five** questions.

(5×8=40)

2. What are the objectives of marketing research ?
3. Distinguish between market research and marketing information system.
4. State the essentials of a good questionnaire.
5. What are the features of consumer behaviour ?
6. Explain the Pavlovian model of consumer behaviour.
7. What are the principles of market segmentation ?
8. Distinguish between consumer market and organizational market.

SECTION – C
(20 Marks Each)

Answer the following questions.

(3×20=60)

9. Briefly explain marketing research process.

OR

What is questionnaire ? Explain the various steps involved in the preparation of questionnaire.

10. Explain the different market targeting strategies with its pros and cons.

OR

Define consumer behaviour. Explain the various factors influencing consumer behaviour.

11. a) Explain the various stages of buying decision process.

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- b) Case study :

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Martin Icorp was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make and did not bother about changes in preferences of their target market.



They were later joined by Mr. Srinivas a marketing graduate who advised the company regarding the changing consumer preferences and changes that were necessary to be incorporated in the product. He emphasized upon the income factors and social factors only. He modernised the products to a great extent and invested about 30 lakh on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales.

The assistant manager and product managers were not very happy with the changes and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

Questions :

- 1) Do you agree with the assistant and product managers and why ?
 - 2) What other factors if any could have been considered ? Elaborate in detail.
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