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**MBAS 507**

**Third Semester M.B.A. Examination, April 2021**  
**BUSINESS ADMINISTRATION**  
**Marketing Research and Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

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

1. Design a questionnaire to elicit the customer opinion on Marketing Mix of Television of your choice.

**SECTION – B**

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

2. Explain how do firms conduct Marketing Research ? Outline the different types of Marketing Research services offered by research agencies.
3. A marketing firm is interested to know who buys our product and what factors influence consumers to buy our product ? Suggest suitable research designs and techniques of the designs.
4. Management problem is only a symptom for a researcher and research problem is derived from the management problem – elucidate the statement with example.
5. Explain the various types of measurement scales in research and their utility in designing data collection instrument.
6. Explain with example, how Marketing Research, helps in Marketing Strategy formulation.
7. Explain the different buying situations in consumer market and buying behaviour exhibited by the customers.

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- 8. Discuss with example, how age cycle of consumers is considered to be an influencer of buying behaviour.
- 9. Discuss the utility of Maslow's need hierarchy theory of motivation in marketing Management.

SECTION – C

**Note :** Answer the following question, which carries **15** marks. Answer to question should **not** exceed **six** pages. **(1×15=15)**

- 10. You are the Product Manager of a Cell Phone hand set manufacturer. The firm wants to add new product sets with inbuilt economically priced cameras and scanners. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market ?