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MBAS 507

**Third Semester M.B.A. Degree Examination, September 2020
(CBCS) (Repeaters)
BUSINESS ADMINISTRATION
Marketing Research and Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

**SECTION – A
(Compulsory)**

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

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

1. Do you think the new-age consumer is influenced by economic factors while taking consumption decisions ? Discuss with suitable examples.

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 marketing research ? Why is it required ? Briefly discuss its scope.
3. What are reference groups ? How do marketers use this in their strategy ? Illustrate your answer.
4. What are the sources of data ? What are the typical sources of secondary data for the marketers of baby products ?
5. What is sampling ? Explain different types of sampling methods and their applicability in marketing research.
6. Explain Howard-Sheth model of consumer behaviour. Illustrate your answer.
7. What is perception ? What is its applicability to marketing ? Explain with examples.

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8. What is the significance of social-class analysis to the marketers of apparels ? Explain with examples.
9. Comment on the role played by sub-culture in shaping consumption preferences.

SECTION – C

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

10. An International retail chain intends to enter Mangalore City. It contacts you to do market research and suggest whether it is feasible to enter Mangalore market or not. How do you go about it ? Prepare a report highlighting the research design you would use for the purpose.

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