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**MBAS 507**

**Third Semester MBA Degree Examination, April/May 2024**  
**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

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

**(1×15=15)**

1. The study of Consumer and their Buying Behavior is essential for the success of a Marketing Organization. Do you agree ? Explain with the Models associated with Buying Behavior.

**SECTION – B**

Answer **any five** of the following. Answer to **each** question should **not** exceed **five** pages.

**(5×8=40)**

2. Explain in detail the steps involved in Marketing Research.
3. Highlight the application of Research in Marketing.
4. What is Research Proposal ? Discuss the steps for developing Research Proposal.
5. What are the various sources for collecting the information in order to understand Consumer Behavior ? Explain.
6. What is Tabulation ? Explain the contents and kinds of table.
7. Explain the Forms of Social Influence on the Consumer Buying Behavior.
8. What is Consumer Learning ? List out the major factors influencing Consumer Learning.

P.T.O.



SECTION – C  
(Compulsory)

Answer to this question should **not** exceed **6** pages.

(1×15=15)

9. Despite a significant rise in internet traffic, a leading e-commerce platform that had previously achieved constant growth suffered an unexpected drop in revenues. Concerned about the unexpected decline, the marketing team thinking of detailed study project to delve into the complexities of customer online buying preferences. The study sought to identify the elements that influence purchasing decisions, consumer satisfaction levels, and barriers that lead to abandoned shopping carts. The study intended to collect demographic information, browsing behaviors, emotional and psychological aspects of the online buying experience and reasons for cart abandonment.

- 1) What mix of quantitative and qualitative research approaches would you suggest for gaining a thorough grasp of internet buying preferences ?
- 2) Analyze the key elements contributing to the phenomena of abandoned online shopping carts based on the available data.
- 3) Create a strategic action plan for the marketing team that incorporates the research findings in order to revitalize online sales.
- 4) Design a mailing questionnaire for surveying the psychological variables involved in purchase decision of individual consumers.