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**MBAS 307**

**Third Semester M.B.A. Degree Examination, March/April 2026**

**BUSINESS ADMINISTRATION**

**Marketing Research and Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

**SECTION – A  
(Compulsory)**

Answer should **not** exceed **six** pages.

**(1×15=15)**

1. Explain research methodology and research planning. Discuss the importance of research design in marketing research.

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**SECTION – B**

Answer **any five** questions. **Each** question carries **8** marks. Answer should **not** exceed **five** pages.

**(5×8=40)**

2. Discuss the need and scope of marketing research. Explain various techniques used in marketing research.
3. Explain types of data used in marketing research. Discuss sources and limitations of secondary data.
4. Describe the theory of sampling. Explain different types of samples used in marketing research.
5. Explain the use of statistical tools and software packages in marketing research analysis.
6. Explain buyer behaviour models. Discuss the nature and characteristics of the Indian consumer buying process.
7. Discuss the role of social and cultural influences on consumer behaviour.
8. Explain consumer learning and attitudes. Discuss the relationship between consumer attitudes and buying behaviour.

P.T.O.



SECTION – C  
(Compulsory)

Answer should **not** exceed **six** pages.

(1×15=15)

9. A national retail chain specializing in electronics observed a decline in repeat purchases and customer satisfaction despite aggressive advertising. The management decided to undertake a comprehensive marketing research study to identify the reasons behind changing consumer preferences, attitudes and decision-making behaviour. The research involved both secondary data analysis and large-scale primary data collection through surveys. Challenges arose in selecting suitable sampling techniques, ensuring unbiased responses and interpreting large volumes of data. The findings indicated that psychological factors such as motivation, perception and learning, along with social influences like family and reference groups, significantly affected buying decisions. The management now intends to revise its marketing strategy based on research findings and consumer behaviour analysis.

**Questions :**

- Explain the research methodology issues faced by the retail chain.
- Suggest suitable data collection, sampling and analysis techniques.
- Analyze how psychological and social factors influence consumer behaviour in this case.

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