

**M.B.A. DEGREE EXAMINATION —
DECEMBER 2018.**

Second Year

**MARKETING RESEARCH AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. With an example explain what is descriptive research design.
2. List the varied functions of product research.
3. Bring out the significance of market segmentation and consumer behaviour.
4. Bring out the significance of studying repeat purchase behaviour.
5. List the various sources of collecting information about the product for purchase.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Bring out the role of sampling techniques in marketing research.
7. Design a questionnaire to measure the consumer preference towards the purchase of LED television. Make suitable assumptions.
8. Write an essay about the varied applications of marketing research.
9. In detail explain the applications of consumer behaviour principles to strategic marketing.
10. With a neat sketch explain the Howard-Seth model of buyer behaviour.
11. Write an essay about the need for understanding the personality of consumer in studying consumer behaviour.
12. Bring out the significance of studying about consumer decision processes.