

**PG-851**

**MSP-40**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER, 2019.**

**Second Year**

**Marketing Management**

**MARKETING RESEARCH AND CONSUMER  
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

**SECTION A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Explain the scope of Marketing Research.
2. What are the bases for market segmentation?
3. Why to study the consumer behavior?
4. Write short notes on “Cultural influences in Consumer Behaviour”.
5. What is impulse purchasing? What are the influences on it?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the Marketing Research design process.
7. Define motivation research. What are the techniques of motivation research?
8. Construct a questionnaire to study the consumer preferences in your city towards a bath soap.
9. Discuss the impact of social, economic and psychographic factors on consumer behaviour.
10. Explain the Information Search process in detail.
11. Explain the Howard Sheth Model of Buyer behaviour.
12. Write the genesis of consumerism in India.