MARKETING RESEARCH AND CONSUMER BEHAVIOUR (SEMESTER - 6)

CS/BBA (O)/SEM-6/BBAE-604A/09

1. ....
    Signature of Invigilator

2. ....   ***Reg. No.***
    Signature of the Officer-in-Charge

Roll No. of the Candidate

CS/BBA (O)/SEM-6/BBAE-604A/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
MARKETING RESEARCH AND CONSUMER BEHAVIOUR (SEMESTER - 6)

Time : 3 Hours]   [Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.

2. a)   In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question.**

    b)   For **Groups – B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.

3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.

4. Read the instructions given inside carefully before answering.

5. You should not forget to write the corresponding question numbers while answering.

6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.

7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**

8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.

9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

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FOR OFFICE USE / EVALUATION ONLY
Marks Obtained

	Group – A								Group – B			Group – C				
Question Number															***Total Marks***	***Examiner's Signature***
Marks Obtained																

....
Head-Examiner/Co-Ordinator/Scrutineer

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GROUP – A

(Multiple Choice Type Questions)

1.   Choose the correct alternatives for the following :   10 × 1 = 10

   i)   Groups to which a person would like to join as a member is called

      a)   Primary Groups   b)   Aspirational Groups

      c)   Membership Groups   d)   None of these.

   ii)   When the consumer is highly involved in a purchase but sees little difference in the brands is called

      a)   Dissonance Reducing Buying Behaviour

      b)   Habitual Buying Behaviour

      c)   Complex Buying Behaviour

      d)   None of these.

   iii) In a normally distributed population, the sampling distribution of the mean

      a)   is normally distributed

      b)   has a mean equal to the population mean

      c)   has a SD equal to the population SD divided by square root of the sample size

      d)   All of these

      e)   Both (a) and (b).

iv)   Which of the following is a difference between Z tables and *t* tables ?

    a)   The *t* table has values for only a few percentage

    b)   The *t* table measures the chance that the population parameter we are estimating will be in our confidence interval

    c)   We must specify the degree of freedom with which we are dealing when using Z table

    d)   All of these

    e)   Both (a) and (b) but not (c).

v)   Market segmentation helps in identifying

    a)   heterogeneous market   b)   target customers

    c)   competition   d)   supermarket.

vi)   Secondary data can be collected from

    a)   observation method   b)   personal interview

    c)   RBI report   d)   word of mouth.

vii)   Which of the following is not the example of Internal Record System ?

    a)   Sales Record

    b)   Receivable and Payable

    c)   Production Record

    d)   Inventory.

viii)   Find the true statements :

Statement I : Internal Record System supplies result data whereas Marketing Intelligence System supplies happenings data.

Statement II : Ghost shoppers are used to monitor the presentation of the dealers of an organization.

    a)   Statement I only   b)   Statement II only

    c)   Statements I & II both   d)   None of these.

ix)   Which of the following is true in respect of features of Marketing Research ?

a)   It is a search for data   b)   It should be objective

c)   It is a systematic process   d)   All of these.

x)   Approvers are persons

a)   who authorize the proposed actions

b)   who decide on product requirements

c)   who influence the buying decisions

d)   all of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following questions.   3 × 5 = 15

2.   State and explain different factors influencing consumer behaviour.

3.   Give your understanding on Delphi Technique.

4.   What do you understand by Projective Technique ?

5.   State the importance of marketing research.

6.   What is 'culture' ? State the characteristics of culture.

GROUP – C

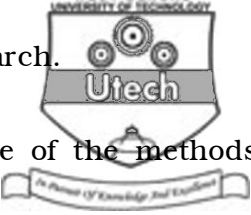### (Long Answer Type Questions)

Answer any *three* of the following questions.   3 × 15 = 45

7.   What do you understand by sampling design ? Define sampling design for

i)   Ayurvedic shampoo

ii)   Microwave oven.   5 + 10

8. Differentiate between market research, marketing research and marketing information system. Discuss any two applications of marketing research. 10 + 5

9. Define primary data and secondary data. Define some of the methods of collecting primary data. 7 + 8

10. Write short notes on any *two* of the following : $2 \times 7\frac{1}{2}$

   a) Nicosla model

   b) Howards Sheth model

   c) Economic model.

11. What is a group ? How can groups be classified ? Give some examples of groups and their level of involvement. 3 + 6 + 6

12. Who are opinion leaders ? What role they play in transmitting the information ? What are the characteristics of opinion leaders ? 3 + 6 + 6

END