



PG – 1010

I Semester M.Com. Examination, January 2015
(2007–08 Scheme) (NS)
COMMERCE

Paper – 1.3 : Consumer Behaviour and Marketing Research

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **any ten** sub-questions from the following sub-questions. **Each** sub-question carries **two** marks. **(10×2=20)**
- Define Consumer Behaviour Audit.
 - What is desktop research ?
 - What do you mean by reference groups ?
 - Differentiate between exploratory and descriptive studies.
 - What is meant by consumer life style ?
 - What is a sampling plan ?
 - Who is an opinion leader ?
 - What is a Likert scale ?
 - What do you mean by consumer perception ?
 - Distinguish between type I and type II error.
 - Give the meaning of diffusion of innovation.
 - Differentiate between z-test and t-test.

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SECTION – B

Answer **any three** of the following in about **one** page. **Each** question carries **5** marks. **(3×5=15)**

2. Explain the influences of family in consumer decision process.
3. Explain the various types of measurement scales.
4. Write briefly steps involved in marketing research process.
5. Explain the utility of descriptive statistics in Marketing research.
6. Write a note on Industrial Buying Behaviour.

SECTION – C

Answer **any three** questions. Answer to **each** question must be within **3** pages. **Each** question carries **15** marks. **(3×15=45)**

7. Elucidate on the factors influencing Consumer Decision Process.
 8. Explain the importance of marketing research in business.
 9. Explain various methods of probability and non-probability sampling techniques used in marketing research.
 10. Write in brief two models of Consumer Behaviour.
 11. a) What factors are considered for classifying reports ?
b) Give an outline of marketing research report.
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