



I Semester M.Com. Examination, January 2017
(2007 – 08 Scheme) (Old)
COMMERCE

Paper – 1.3 : CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any ten** of the following sub-questions in about **3-4** lines **each**. **Each** sub-questions carries **two** marks. **(10×2=20)**
- Distinguish between null hypothesis and alternative hypothesis.
 - Name any four non-probability sampling techniques.
 - What is processed data ? Give examples.
 - Distinguish between buyer and consumer.
 - Define Marketing Research.
 - What do you mean by diffusion of innovation ?
 - State the models of Consumer Behaviour.
 - Differentiate between type I error and type II error.
 - What do you mean by Consumer Behaviour audit ?
 - What is explorative research ?
 - What is multivariate analysis ?
 - What is an emotion ?

SECTION – B

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

- 'Reference group influences buying behavior of a consumer' comment.
- Briefly explain the contents of report with an example.



4. Explain different types of Research.
5. Briefly explain consumer buying decision process.
6. What do you mean by life style ? What factors determine and influence that life style ?

SECTION – C

Answer **three** of the following. **Each** question carries **15** marks. **(3×15=45)**

7. Prepare a proposal of research using various steps of research design for analyzing consumer attitudes towards a JIO telecom services launched recently in the market.
 8. Describe the factors that affect the diffusion rate for an innovation, how can these factors be utilized in developing marketing strategy ?
 9. “Marketing Research is undertaken to guide managers is the analysis of marketing problems”. Critically examine this statement.
 10. Describe personality trait theory. Discuss how personality traits can be used in consumer research.
 11. Explain and discuss with example models of consumer behaviour.
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