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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(INTERNATIONAL BUSINESS)

(SECOND YEAR)

**270: INTERNATIONAL MARKETING RESEARCH AND
CONSUMER BEHAVIOUR**

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any FIVE questions

(5 × 5 = 25)

1. Differentiate attitude and perception.
2. What are the challenges to research? Briefly explain.
3. What is learning? Pictures the learning curve.
4. What is EPOS? Briefly Explain.
5. What is 'Data'? How important in the International research?
6. What are the various primary issues in data collection?
7. Briefly explain the concept of consumer behaviours?
8. What is Psychographic? Briefly explain.

SECTION - B

Answer any THREE questions

(3 × 20 = 60)

9. List out and explain the various classifications of International marketing research.
10. What is sample? What are the techniques of sampling? How important is in the market research? Explain.
11. Explain the process of product research in International marketing.
12. What is consumer behaviour? Explain the methods of measuring and studying consumer behaviour.
13. What is ethics in marketing? Explain what are the major ethical issues in marketing International. Give illustrations.

**SECTION - C
COMPULSORY****(1 × 15 = 15)**

14. Assume you are appointed as a marketing head in an leading FRACG company in India. As part of the development process the company wants to expand its business operations internationally to its neighbouring countries. You are given the task as following.

- 1) Identifying the market and its segmentation
- 2) Studying the consumer behaviour
- 3) Do product research
- 4) Examining the market opportunities.

How will you carry out the above task by doing market research?

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