

Total No. of Pages:

Register Number:

6497

Name of the Candidate:

M.B.A. DEGREE EXAMINATION - 2011

(SECOND YEAR)

(PAPER – XVI)

281/361. MARKETING RESEARCH AND CONSUMER BEHAVIOUR

(Common with M.B.A. Three Year Programme with 75 Marks)

December)

(Time: 3 Hours

Maximum: 100 Marks

SECTION - A

Answer any FIVE questions.

(5 × 5 = 25)

1. Differentiate between Market Research and Marketing Research.
2. What is Quota sampling?
3. What are the merits and limitations of Attitude measurement?
4. What do you mean by Experimental research design?
5. List any five statistical tools available for data analysis.
6. Explain the term "Reference Groups" in brief.
7. Why do consumers need protection?
8. What do you mean by consumer perception?

SECTION - B

Answer any THREE questions.

(3 × 15 = 45)

9. Explain the seven steps in marketing Research Process.
10. What are the social and ethical issues in Marketing Research?
11. What are the relative advantages and disadvantages of observation? Explain.
12. Explain the steps involved in consumer adoption process of new product.
13. Explain Maslow's Need Hierarchy Theory.

SECTION - C

Answer any ONE question.

(1 × 15 = 15)

14. Write short notes on the following: (a) Likert's summated rating scale; (b) Thurstone scale; (c) Stapel scale and (d) Multidimensional scaling.
15. Examine the various types of research and their relative merits and demerits.
16. Describe Howard – Sheth model of consumer behaviour.

SECTION - D
(Compulsory)

(1 × 15 = 15)

17. Develop a questionnaire to measure consumer satisfaction level for Hero Honda Splendour NXG bikes.

jkpHhf;fk;
gFjp - m
VnjDk; le;J tpdhf;fSf;F tpilaspf;ft[k;.

(5 × 5 = 25)

1. re;ij Ma;t[kw;Wk; re;ijapLif Ma;t[Mfpaw;iw ntWgLj;Jf.
2. g';fst[TW vLj;jy; (Quote Sampling) vd;why; vd;d?
3. elj;ij mstPl;oy; rpwg;g[f;fs; kw;Wk; FiwghLfs; ahit?
4. nrhjid Ma;t[tiuKiw vd;why; vd;d?
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6. "tprhpf;Fk; FG" vd;gjid RUf;fkhff; TWf.
7. Efh;nthh;fSf;Fg; ghJfhg;g[Vd; njitg;gLfpd;wJ?
8. Efh;nthh; vz;zg; gh;it vd;why; vd;d?

gFjp - M
VnjDk; _d;W tpdhf;fSf;F tpil mspf;f.

(3 × 15 = 45)

9. re;ijapay; Ma;t[Kiwapy; cs;s VG gofis tpsf;Ff.
10. re;ij Ma;tpy; cs;s rKjha kw;Wk; ed;bdwp Kiwfs; ahit?
11. cw;Wnehf;F Kiwapy; cs;s ed;ikfs; kw;Wk; FiwghLfis tpsf;Ff.
12. gljpa bghUis Efh;nthh;fs; Vw;Wf; bfhs;tjpy; cs;s epiyfis tpsf;Ff.
13. nkl;nyhtpd; njitg; goepiyfis tpthpf;f.

gFjp - ,
VnjDk; xU tpdhtpw;F tpil mspf;f.

(1 × 15 = 15)

14. rpWFwpg;g[tiuf: (m) ypf;bfh;l;od; ju mst[nfhy;/ (M) jh;!;nlhd; mst[nfhy;/ (.) !;nlgy; mst[nfhy; kw;Wk; (<) gy ghpkhz mst[nfhy;.
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gFjp - <
(fl;lha tpdh).

(1 × 15 = 15)

17. APnuh - nAhz;lh !;g;sd;lh; NXG ,U cUsp gw;wp. Efh;nthh; kdepitpid mstpl xU tpdhf; nfhitia cUthf;ft[k;.

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