

Total No. of Pages: 2**6340**

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2010**(PHARMACEUTICAL MANAGEMENT)****(SECOND YEAR)****(PAPER-XVI)****280- MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

Dec)

(Time: 3 Hours)

Maximum: 100 Marks

SECTION-A**(5×5=25)**

Answer any FIVE questions
All questions carry equal marks

1. Write the methods for data collection.
2. Write down the methods of problem identification.
3. Write a short note on graphical representation of results.
4. Describe the research based on sales control.
5. Enumerate the process of buying.
6. How will you analyse the buyer behaviour?
7. List the ethical issues in marketing research.

SECTION-B**(3×15=45)**

Answer any THREE Questions
All questions carry equal marks

8. Describe in detail about research report.
9. Explain the role of research agencies in marketing.
10. Explain in detail about socio economical psycho graphical factors influencing the consumer behaviour.
11. Explain briefly about attitude measurement and scaling technique.
12. Write in detail about sample types, size and sampling errors.

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SECTION-C
(Answer any ONE question)

(1×15=15)

13. Write in brief about Howard –setla model of Buyer behaviour.
14. Write the importance of questionnaire and interview schedule in marketing research.

SECTION-D
(Compulsory)

(1×15=15)

15. Explain in brief about consumer spatial behaviour and consumption analysis.

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