

2020

BUSINESS ADMINISTRATION — HONOURS

Seventeenth Paper

(Marketing Management Group)

[Marketing Research and Consumer Behaviour]

Full Marks : 100

(Time : 2 hrs.)

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

[Marketing Research]

(Marks : 50)

Answer *any two* questions.

25×2

1. (a) Explain the scope of marketing research.
(b) Enumerate the steps involved in marketing research process.
2. What is research design? Write on the importance of research design.
3. State the advantages and limitations of structured questionnaire.
4. State the merits and demerits of secondary data.
5. Distinguish between Nominal, Ordinal, Interval and Ratio scales of measurements using suitable illustrations.
6. Write on any two Non-Probability Sampling.
7. Highlight on Focus Group Study. Where are these methods of study used?
8. How is 'Likert Scale' different from 'Semantic Differential Scale'? Explain with suitable examples.
9. Briefly discuss the steps involved in designing a questionnaire.

Please Turn Over

10. Write short notes on **any two** of the following :
- (a) Open-ended questionnaire
 - (b) Non-sampling error
 - (c) Limitations of marketing research
 - (d) The disadvantages of telephonic interview.

Group - B

[Consumer Behaviour]

(Marks : 50)

Answer **any two** questions.

25×2

11. Define the term consumer behaviour. Why do marketing managers study consumer behaviour?
12. Do you think that Freud's psychoanalytic theory of personality is helpful in determining consumer choice in today's world? Explain in detail.
13. (a) What is motivation?
(b) Explain the role of advertising in consumer motivation in rural India.
14. (a) Mention the important elements of learning.
(b) Explain the difference between motivation and learning.
15. Write in detail the organizational buying process.
16. How does Maslow's hierarchy of needs guide a marketer to design and sell his/her product? Discuss.
17. Elucidate the influence of culture on the behaviour of consumers in their buying process.
18. How can consumer behaviour help marketers in segmenting markets and positioning their products?
19. Explain any of your recent purchase with Nicosia model of consumer behaviour.
20. Write short notes on **any two** of the following :
- (a) Classical conditioning
 - (b) Post purchase Consumer Dissonance
 - (c) Characteristics of rural market
 - (d) Application of the VALS Framework.
-