

2022

COMMERCE

Paper : DSE-405C

(Consumer Behaviour And Marketing Research)

Full Marks : 40

The figures in the margin indicate full marks.

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

Module - I

(Consumer Behaviour)

Answer *any two* questions.

1. Explain using suitable illustrations the various stages of the family life cycle and their marketing implications on consumer buying behaviour. 10
2. (a) How is consumer buying different from organizational buying?
(b) State the relevance of consumer behaviour in marketing. 5+5
3. Explain the Howard-Sheth model with the help of a suitable diagram. 10
4. Write short notes on *any two* : 5+5
 - (a) Opinion Leadership
 - (b) Limited Problem Solving vs Extended Problem Solving
 - (c) Buying Roles
 - (d) Different categories of adopters.

Module - II

(Marketing Research)

Answer *any two* questions.

5. (a) Differentiate between qualitative research and quantitative research.
(b) How does a 'focus group' differ from an 'in-depth interview'? 5+5
6. Elaborate on the steps involved in the marketing research process. 10
7. State the advantages and disadvantages of telephonic interviews. 10

Please Turn Over

8. Write short notes on *any two* :

5+5

- (a) Importance of Marketing Research
 - (b) Limitations of observation Research
 - (c) Marketing Information System
 - (d) Types of Projective Techniques.
-