

2023

COMMERCE

Paper : DSE-405 C

(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. (a) Explain with examples how do customers respond to novelty?
(b) What are pattern interrupts? Give an example of pattern interrupt. 6+4
2. (a) What do you mean by heuristic buying?
(b) Explain with examples when do customers go for extended customer decision-making?
(c) What is product involvement? Which products have higher product involvement of consumers? 3+4+3
3. (a) Differentiate between membership reference group and aspirational reference group.
(b) In a group-buying decision, differentiate between a straight re-buy and modified re-buy.
(c) What is a customer tribe? 4+4+2
4. Write short notes on (*any two*) : 5×2
 - (a) Utilitarian influence
 - (b) Innovators in Product Adoption Process
 - (c) Three types of stimuli in Howard Sheth Model
 - (d) Diffusion and Adoption.

Module - II

(Marketing Research)

Answer *any two* questions.

5. (a) Elaborate on the scope of marketing research using suitable illustrations.
(b) Elucidate the significance of 'problem definition' in the marketing research process using an appropriate example. 6+4

Please Turn Over

6. (a) Highlight the main differences between qualitative research and quantitative research.
(b) Explain the relevance of the following projective techniques using suitable examples :
 (i) Sentence Completion Test
 (ii) Word association
 (iii) Cartoons. 4+6
7. (a) State the advantages and disadvantages of telephonic interviews.
(b) Differentiate between natural and contrived observation using examples. 6+4
8. Write short notes on (*any two*) : 5×2
(a) Advantages of Focus Groups
(b) Marketing Information System (MIS)
(c) Non-response errors
(d) Role of marketing research in decision-making.
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