2024

COMMERCE

Paper : DSE-405C

[Consumer Behaviour and Marketing Research (CBMR)]

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

Answer *any two* questions.

1. (a) Highlight the significance of consumer behaviour in marketing using appropriate examples.

   (b) Critically examine the stimulus-response model or the black box model of consumer behaviour.

   4+6

2. Discuss the family life cycle (FLC). How do buying preferences and consumption patterns differ through various stages of the FLC? Give suitable examples. 10

3. (a) Explain compensatory and non-compensatory decision-making rules, providing suitable examples in each case.

   (b) Distinguish between extensive problem solving and limited problem solving. 6+4

4. Write short notes on *any two* of the following : 5×2

   (a) Nicosia Model

   (b) B2B decision-making viz-a-viz consumer decision-making

   (c) Traits and characteristics of opinion leaders

   (d) 'Adopter categories' and its marketing implications.

Module - II

Answer *any two* questions.

5. (a) Outline the various stages of the marketing research process. Provide an example of how a company might move through these stages when launching a new product.

   (b) Briefly discuss the scope of marketing research in relation to product development and innovation. Give an example to support your answer. 6+4

6. (a) Explain in-depth interviews as a qualitative research technique and state its relevance for marketers.

   (b) Differentiate between Primary data and Secondary data. 6+4

Please Turn Over

7. (a) Define Marketing Information System (MIS).

   (b) Discuss the components of MIS and their roles in supporting marketing decision-making.   2+8

8. Write short notes on *any two* of the following :   5×2

   (a) Cross-sectional study versus Longitudinal study

   (b) Qualitative research versus Quantitative research

   (c) Application of Observation research in marketing

   (d) Benefits and drawbacks of e-mail surveys.

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