

2025

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) Explain, with examples, how do customers respond to novelty.
(b) When do customers go for extended customer decision-making? 6+4
2. (a) State the differences between consensual purchase decision and accommodative purchase decision in a family purchase decision.
(b) Describe the three types of stimuli in Howard Sheth Model. 5+5
3. (a) Distinguish between continuous innovation and discontinuous innovation with suitable examples.
(b) How is consumer buying different from organizational buying?
(c) Distinguish between straight re-buy and modified re-buy in case of group decision buying. 3+4+3
4. Write short notes on the following (*any two*) : 5×2
(a) Impact of cultural aspects on diffusion of innovation in India
(b) Innovators in Product Adoption Process
(c) Buying roles
(d) Traits and characteristics of opinion leaders.

Module – II

Answer *any two* questions.

5. Define marketing research. Discuss its importance in strategic marketing decision-making with suitable examples. 2+8
6. A mobile phone company's sales have dropped significantly. As a marketing researcher, how would you investigate the reasons behind this decline using the marketing research process? 10

Please Turn Over

(1625)

7. (a) Differentiate between qualitative and quantitative research using appropriate examples.
- (b) A clothing brand plans to enter a new regional market. How can primary and secondary data be used to assess the market potential? 5+5
8. Write short notes on (*any two*) : 5×2
- (a) Limitations of Focus Groups
- (b) Advantages of Survey Research
- (c) Components of Marketing Information System (MIS)
- (d) Internal sources of Marketing Information.
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