

2025

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. Discuss the family life-cycle, highlighting the change in buying preferences and consumption patterns through its various stages. 10
2. (a) What is meant by 'black-box' in the stimulus-response model of consumer behaviour?
(b) When do customers go for extended customer decision making? Give examples.
(c) In a group buying decision, differentiate between a straight re-buy and a modified re-buy. 3+4+3
3. (a) How is consumer buying different from organizational buying?
(b) State the relevance of consumer behaviour in marketing. 5+5
4. Write short notes on (*any two*) : 5×2
 - (a) Opinion leaders
 - (b) Limited problem-solving vs extended problem solving
 - (c) Nicosia Model
 - (d) Different categories of adopters of new product.

Module - II

(Marketing Research)

Answer *any two* questions.

5. (a) Distinguish between Market Research and Marketing Research.
(b) What is the scope of Marketing Research?
(c) Discuss, in brief, the steps for conducting Market Research. 2+4+4

Please Turn Over

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6. (a) Mention the benefits of Marketing Information System (MIS).
(b) State the different uses of MIS.
(c) Explain the role of MIS in competitive analysis. 3+3+4
7. (a) Distinguish between Quantitative Research and Qualitative Research.
(b) Briefly explain any two methods of Qualitative Research.
(c) Distinguish between Primary and Secondary sources of information. 4+4+2
8. Write short notes on (*any two*) : 5×2
- (a) Ethnographic research
 - (b) Internal Reporting System
 - (c) Focus Group in qualitative research
 - (d) Primary research methods.
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