

2026

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

Answer **any two** questions.

1. (a) How do consumers respond to novelty?
(b) Explain briefly the three aspects of Sternberg's model. 5+5
2. (a) Distinguish B2B decision making and consumer decision making.
(b) What are the traits and characteristics of opinion leaders? 5+5
3. Discuss the family life cycle. How do buying preferences and consumption patterns differ through various stages of family life cycle? Give suitable examples. 10
4. Write short notes on (**any two**) : 5×2
 - (a) Extended decision making
 - (b) Innovators in product adoption process
 - (c) Heuristic buying
 - (d) Straight re-buy and Modified re-buy.

Module - II

Answer **any two** questions.

5. (a) A restaurant chain plans to introduce a new menu targeting health-conscious consumers. Explain how the stages of problem definition, research design and data collection may be carried out.
(b) Differentiate between primary data and secondary data. 6+4
6. (a) Why is qualitative research often conducted before quantitative research? Explain with examples.
(b) Explain projective techniques used in qualitative research. 4+6

Please Turn Over

(5007)

7. Define marketing research. Explain its importance in modern marketing management. Distinguish between market research and marketing research. 2+4+4

8. Write short notes on (*any two*) : 5×2

- (a) Advantages of in-depth interviews
 - (b) Limitations of Observation research
 - (c) Role of Marketing Information System (MIS) on decision-marketing
 - (d) Significance of web surveys in modern marketing research.
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