## 2016

## MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Paper : 2·10B

*Full Marks : 80*

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

Answer question No. **1, 2** and **3** and **any four** from the rest.

1.  Choose the correct option from the following :
    1×5=5

    (a) A person enduring favourable or unfavourable cognitive evaluations, emotional feelings and action tendencies toward some object or idea is descri____ as

    (i) Feeling

    (ii) Belief

    (iii) Attitude

    (iv) Self-concept

*(b)* The process of screening questionnaires to identify illegible, incomplete, inconsistent or ambiguous responses is known as

    *(i)* Data Cleaning

    *(ii)* Review

    *(iii)* Data Analysis

    *(iv)* Editing

*(c)* Mckinsey Global Institute classified the Indian consumer based on income levels into

    *(i)* Four Categories

    *(ii)* Five Categories

    *(iii)* Six Categories

    *(iv)* Seven Categories

*(d)* A numerical value based on all the observations of a population is called

*(i)* a sample

*(ii)* a parameter

*(iii)* a statistic

*(iv)* a sampling frame

*(e)* Marketing researches around the researches of customers attitude towards products and services are known as

*(i)* Brand Image Research

*(ii)* Readership Research

*(iii)* Location Research

*(iv)* Consumer Research

2. Answer the following precisely : **(Any five)**
2×5=10

(a) Premiumisation

(b) Masstige

(c) Data cleaning

(d) Impulse purchase

(e) Checklist

(f) Location Research

(g) Marketing Research

3. Write short notes on **any five** of the following : 5×5=25

(a) Limitations of Marketing Research

(b) Code of ethics for a Marketing Research Agency

(c) Depth Interviews

(d) Distinction between Marketing Research and Marketing Information System

(e) Tools to study consumer behaviour

(f) Formulating the research problem.

4. Classify problem identification and problem solving research in marketing and explain the need of conducting marketing research.

10

**Or**

Explain the role of marketing research in marketing decision making process.

5. How marketing research function is organised by a reputed organisation and how to make it effective ?

10

*Or*

What is a Research Design ? Discuss the *seven* steps in designing a research project.

6. What are the observational methods of collecting primary data in marketing research ? What are its relative disadvantages ? 10

*Or*

Outline in brief the process of designing questionnaire in relation to marketing research.

7. Explain how learning and memory influence consumer behaviour and buying decision process. 10

*Or*

Explain how family as a reference group influences consumer behaviour in terms of role structure and power structure.

8. Mention the determinants of shopping behaviour of the customer and explain the same in relation to the types of goods.

10

*Or*

State the eight-stage model of the consumer buying process.

———————