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**MBAS 507**

**Third Semester M.B.A. Degree Examination, December 2018**  
**BUSINESS ADMINISTRATION**  
**Marketing Research and Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

**Note :** Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. “Culture is an all pervading force.” Explain the statement in the context of the role played by culture in shaping consumption behaviour.

**SECTION – B**

**Note :** Answer **any five** questions. **Each** question carries **eight** marks and answer to **each** question should **not** exceed **five** pages. **(5×8=40)**

2. What is the significance of Marketing Research ? Explain the applications of Marketing Research.
3. What is Research design ? Explain the different types of research and steps involved in research design.
4. Why are data important in marketing research ? Discuss the different data sources available for Marketing Researcher.
5. What is a research report ? Explain the role of analysis and interpretation of data in the preparation of a research report.
6. Explain and illustrate how social class influences consumption behavior.
7. Why do consumers experience cognitive dissonance ? What marketing strategies are needed to reduce it ? Explain with examples.

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8. How does reference group analysis help in understanding consumer behavior ? Illustrate.
9. Explain with examples the influence of family on a typical consumer decision process.

**SECTION – C**

**Note :** Answer to the question should **not** exceed **six** pages.

**(1×15=15)**

10. A mobile service provider wants to know the perception of consumers towards different plans offered by him vis-à-vis the offers of the competitors in Mangalore City. The service provider contacts you to do market research and submit the report. How do you go about it ? Elaborate the research design you would use for the purpose.

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