

**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL SERVICES)  
(MBARS)**

**Term-End Examination  
December, 2012**

**MRS-015 : CONSUMER BEHAVIOUR AND  
MARKETING RESEARCH**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Attempt any five questions. All questions carry equal marks.*

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1. What is meant by consumer behaviour ? Describe the need to study consumer behaviour. 10
2. "India consists of rural and urban markets." Briefly explain how they are different from each other from the marketing view point. 10
3. What is marketing research ? Why should a firm conduct marketing research ? What are the main challenges of marketing research before India ? 10
4. Write short notes on the following : 10
  - (a) Cross cultural influence
  - (b) Perception
  - (c) Women consumers.

5. Why should a company study the consumers attitude and their motivation for purchasing a product ? Give your reply with reference to any two consumer products. 10
  6. Describe the various types of buyers of retail business. Describe consumer buying process in detail. 10
  7. Distinguish between culture and sub culture. How does it shape the buying decision ? 10
  8. Describe Howard-Sheth Model of consumer behaviour. 10
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