

MASTER OF BUSINESS ADMINISTRATION

(RETAIL SERVICES) (MBARS)

Term-End Examination

00200

December, 2014

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) What does Consumer Behaviour (CB) reflect ? What are the applications of CB in marketing ? 10
- (b) If a Retail Outlet has to be established in Rohini Area of Delhi, what type of behaviour needs to be studied by such a retailer ? 10
2. (a) What are the different types of Buying Habits based on the level of involvement and brands available in the market ? Discuss them with suitable examples. 10
- (b) What is Weber's Law and its applicability in CB study ? 10

3. What is Consumer Learning ? How does the process of learning influence the behaviour of consumers ? Discuss the relevance of learning theories in CB area. 20

 4. Write short notes on the following :
 - (a) Concept of Reference Groups and their influence on CB 10
 - (b) Theory of Cognitive Dissonance and its application in CB 10

 5. What is Marketing Research ? Discuss its nature and scope. How is it different from Market Research ? 20

 6. (a) What are the methods of Data Collection ? 10

 (b) What are the methods of Non-Probability Sampling ? 10

 7. (a) What are the Techniques/Scales used to measure the Attitude of Consumers ? 10

 (b) How will you construct Likert Scale v/s Semantic Differential Scale ? Give examples. 10

 8. What are the characteristics of a good Marketing Research Report ? What should be its content ? Discuss the important issues involved in writing a Research Report. 20
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