

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

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

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

1. Define consumer behaviour. Discuss the various factors affecting consumer behaviour. 20
2. Write short note on the following : 10+10
 - (a) Economic model of buyer behaviour
 - (b) Post purchase dissonance
3. What do you understand by routinised response behaviour ? What kind of decision process can you expect in the following case and why purchase of an after shave lotion ? 20
4. Define attitude. Discuss the role of attitude in consumer decision making. 20

5. Critically examine the Monadic model of consumer behaviour. 20
 6. Discuss in detail the process of decision making. 20
 7. Define and discuss the Scope of Marketing Research. 20
 8. What types of primary data interest marketing researcher the most ? How is primary data different from secondary data ? 20
 9. What is meant by the report criteria of completeness, accuracy, clarity, and conciseness ? 20
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