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

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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

1. What is meant by consumer behaviour ? Discuss 20
the need of studying consumer behaviour.

2. Write note on the following : 10+10
(a) Influence of culture on consumer behaviour
(b) Attitude change strategies.

3. How do consumer seek to reduce post purchase 20
dissonance ? As a marketer of consumer durables,
explain how you can provide positive
reinforcement to the consumers after they have
purchased your brand ?

4. Critically examine the multivariate model of 20
consumer behaviour.

5. What is marketing research process ? Discuss the boundaries of Marketing Research. 20
6. What principles should be followed in establishing the strata for a stratified sample ? Why and how can this principle be implemented in practice ? 20
7. Define Research design. Discuss the different types of research designs ? 20
8. (a) Give the difference between primary and secondary data. 10+10
(b) Give the advantages and disadvantages of secondary data.
9. What is meant by a Report ? What are the elements of an effective report ? Discuss the issues in writing a research report. 20
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