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

Term-End Examination

June, 2013

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

Time : 2 hours

Maximum Marks : 50

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

1. Discuss in detail the monadic models of consumer behaviour. 10
2. What does consumer behaviour reflect ? Explain the factors that affects consumer behaviour with appropriate examples. 10
3. Discuss the differences between a marketing decision problem and marketing research problem. Explain the process of marketing research. 10
4. Write short notes on *any two* of the following :
 - (a) Buying motives 5x2=10
 - (b) Learning from experience
 - (c) Marketing intelligence

5. "Attitudes of consumer influence the buying behaviour of people". Comment upon the statement. Give examples to support your view. 10
 6. Differentiate between conditional learning theory and Instrumental learning theory. 10
 7. "In India, family and social class and caste play considerable role in shaping consumer behaviour". Discuss this statement and highlight the role of other sociological determinants of consumer behaviour. 10
 8. What is external research ? Describe various external agencies that help in conducting marketing research. 10
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