

M. COM
Third Semester
CONSUMER BEHAVIOUR & MARKETING RESEARCH
(MCM – 305 B)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. 'Knowledge of consumer behavior will help any marketer immensely in designing marketing mix'. Justify the statement. (10)
2. What is motive? Analyze the relationship between need hierarchy theory and consumer behavior. (2+8=10)
3. Define Reference Group. Briefly discuss the various factors affecting reference group influence. (2+8=10)
4. What is Family? Analyze the family life cycle stage from the marketer's perspective. (2+8=10)
5. Define marketing research. Elaborate marketing research process. (2+8=10)
6. Write short notes on: (5+5=10)
 - a. Experimental Design
 - b. Observations
7. Critically analyzed the Likert Scale and Semantic Differential Scale as attitude measurement tools for a researcher. (5+5=10)
8. What do you mean by marketing research problem? Briefly explain the procedure of research problem formulation. (2+8=10)

9. Need Hierarchy theory was proposed by X. Who is X?
- a. Douglas McGregor
 - b. Hertzberg
 - b. Abraham Mashlow
 - d. Peter Drucker
- 10.(i) A husband, wife and one or more children constitute a nuclear family.
(ii) Single widower or single divorcee or single parent with one or more children constitute extended family.
- a. Only Statement (i) is correct.
 - b. Only Statement (ii) is correct.
 - c. Both the statement is correct.
 - d. Both the statement is false.
- 11.(i) Sub-culture possess beliefs, values, and customs that set them apart from other members of the same society.
(ii) Ethnicity is one of the examples of sub-culture.
- a. Only Statement (i) is correct.
 - b. Only Statement (ii) is correct.
 - c. Both the statement is correct.
 - d. Both the statement is false.
- 12.(i) Opinion leadership is the process by which one person informally influences the attitudes of others.
(ii) Opinion leadership is the process by which one person informally influences the actions of others.
- a. Only Statement (i) is correct.
 - b. Only Statement (ii) is correct.
 - c. Both the statement is correct.
 - d. Both the statement is false.
- 13.(i) Consumer behavior concerns with the behavior being displayed by the consumer during the Purchase only.
(ii) Consumer behavior concerns with the behavior being displayed by the consumer after the Purchase only.
- a. Only Statement (i) is correct.
 - b. Only Statement (ii) is correct.
 - c. Both the statement is correct.
 - d. Both the statement is false.
- 14.(i) The diffusion process is concerned with the assimilation of one family with other families in the society.
(ii) The diffusion process is concerned with how innovations spread and assimilated within a market.
- a. Only Statement (i) is correct.
 - b. Only Statement (ii) is correct.
 - c. Both the statement is correct.
 - d. Both the statement is false.

15. Which experimental design assumes that all the extraneous factors have same impact on all the same units?
- Completely Randomized Design
 - Randomized Block Design
 - Latin Square Design
 - Factorial Design
16. Original likert scale has _____ degrees of agreement or disagreement.
- Three
 - Five
 - Seven
 - None of the above
17. Which of the following tools of data collection has inherited greater amount of ethical complexity?
- Observation
 - Interview
 - Survey
 - None of the above
18. Editing of data is necessary because of:
- Errors
 - Omissions
 - Both a and b
 - Neither a nor b
19. A good report is characterized by objectivity and ambiguity.
- Statement is True
 - Statement is False
20. Marketing research is one of the components of marketing information.
- Statement is True
 - Statement is False
