

2010

CONSUMER BEHAVIOUR AND
MARKETING RESEARCH

FIFTH PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer any *five* questions (within 100 words each) : 5×5=25
- (a) Describe with diagram the early orientation in the study of consumer behaviour.
 - (b) Discuss the factors which have major influence on the buying behaviour of consumers.
 - (c) Distinguish between a schedule and a questionnaire.
 - (d) Differentiate between :
 - (i) Formal vs. Informal Group
 - (ii) Membership vs. Symbolic Group

- (e) Distinguish between sampling error and measurement error.
- (f) How does the general perception is different from subliminal perception?
- (g) What are the different types of research design and what are their uses?

2. Answer any *three* questions (within 200 words each) : 10×3=30

- (a) What is information processing? Discuss its importance in understanding the consumer decision process.
- (b) Discuss the different components of attitude. What are the methods for measuring them?
- (c) Discuss the process through which the diffusion of innovation takes place.
- (d) Discuss the merits and demerits of different methods through which primary data can be collected.
- (e) Define mean, median and mode. Under what different circumstances are they used to measure central tendency?

3. Answer any *three* questions (within 300 words each) : 15×3=45

- (a) Discuss the different types of post-purchase behaviour of a consumer. Why are they important in formulating marketing strategy?
- (b) What is learning process? What are the nature of its major components?
- (c) What do you mean by personality? Discuss the influence of personality in choosing a product or a service.
- (d) What are the major statistical tools that are used in marketing research? Elaborate them with some appropriate examples.
- (e) What are the basic differences among (i) product research, (ii) advertising research and (iii) motivation research?
