



I Semester M.Com. Degree Examination, February 2012
(Semester Scheme)
(2007-08 Scheme) (NS)
COMMERCE

1.3 : Consumer Behaviour and Marketing Research

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any ten** of the following. **Each** question carries **two** marks. **(2×10=20)**
- a) Differentiate between consumer behaviour and consumption behaviour.
 - b) How self concept differs from life style ?
 - c) What is marketing strategy ?
 - d) Mention the sources which influence attitude formation.
 - e) What do you mean by diffusion of innovation ?
 - f) What is ANOVA ?
 - g) What is sample design ?
 - h) What is a multivariate analysis ?
 - i) Distinguish between null hypothesis and alternative hypothesis.
 - j) What is routine buying decision ?
 - k) Distinguish between questionnaire and a schedule.
 - l) What do you mean by reference group ?

SECTION – B

- Answer **any three** of the following. **Each** question carries **5** marks. **(3×5=15)**
- 2. Explain the influence of personality on buying behaviour.
 - 3. 'Every consumer is unique' comment on the statement.

P.T.O.



4. What do you mean by lifestyle ? What factors determine and influence that life style ?
5. Explain different types of research.
6. Bring out the unique features of marketing research.

SECTION – C

Answer **any three** of the following. **Each** question carries **15** marks :

(3×15 = 45)

7. Discuss with example Harward-Sheth model of Consumer Behaviour.
 8. Describe the role of marketing research in marketing decisions.
 9. Using rural Indian households as the market segment describe the most relevant reference groups and indicate the probable degree of influence on decision for each of the following :
 - a) Consumer durable-specifically electronic products.
 - b) Consumer nondurable-specifically hair care and health care products.
 - c) New ready to eat products.
 10. Discuss with examples how beliefs, values and customs influence consumer behaviour.
 11. Differentiate between Primary and Secondary research. What are some major sources of secondary data ?
-