

**First Semester M.Com. Degree Examination, January 2008  
(2007-08 N.S. Scheme)**

**COMMERCE**

**Paper – 1.3 : Consumer Behaviour and Marketing Research**

Time : 3 Hours

Max. Marks : 80

**Instruction:** Answer all Sections.

**SECTION – A**

**20 Marks**

Answer any ten questions. Each sub-question carries 2 marks.

**(2×10=20)**

1. a) Distinguish between 'buyer' and 'consumer'.
- b) What is consumer diversity ?
- c) Define marketing research.
- d) What are reference groups ?
- e) What is primary research ?
- f) What do you mean by non probability sample ?
- g) What do you mean by family decision making ?
- h) What do you mean by VALS ?
- i) Define self-image.
- j) What are emotional motives ?
- k) What are power needs ?
- l) What is 'hypothesis' ?

**SECTION – B**

Answer any three of the following. Each question carries 5 marks.

**(3×5=15)**

2. 'Every consumer is unique'. Comment on the statement.
3. Explain briefly the buying decision process.
4. What do you mean by regression analysis ? For what kind of problems is it used ?
5. Enlist the ethical issues involved in the protection of respondents.
6. Why should the marketer be concerned with post-purchase behaviour ?

**P.T.O.**

SECTION – C

Answer **any three** of the following. Each question carries **15** marks. (3×15=45)

7. Discuss with suitable examples Howard-Sheth Model of consumer behaviour. Is it still relevant today ?
  8. Describe personality trait theory. Discuss how personality traits can be used in consumer research.
  9. Prepare a proposal of research using various steps of research design for analysing consumer attitudes towards a toilet soap recently launched in the market.
  10. Distinguish between beliefs, values and customs. Discuss with examples the way these influence consumer behaviour.
  11. In what way the study of consumer behaviour you have studied linked to the development of marketing strategies ? Discuss.
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I Semester M.Com. Degree Examination, January/February 2009  
(2007-08 Scheme) (N.S.)

**COMMERCE**

**1.3 : Consumer Behaviour and Marketing Research**

Time : 3 Hours

Max. Marks : 80

*Instruction : Answer all Sections.*

**SECTION – A**

1. Answer any ten of the following. Each question carries 2 marks. (2×10=20)

- a) Differentiate Consumer Behaviour and Consumption Behaviour.
- b) How self concept differs from life style ?
- c) Distinguish between buyer and consumer ?
- d) State the models of Consumer Behaviour.
- e) What do you mean by Consumer Behaviour audit ?
- f) What are emotional motives ?
- g) What is ANOVA ?
- h) What do you mean by diffusion of innovation ?
- i) What do you mean by Psychographics ?
- j) What is sample design ?
- k) What is hypothesis ?
- l) Define Marketing Research.

P.T.O.



## SECTION – B

Answer **any three** of the following. Each question carries 5 marks. (3×5=15)

2. Why should the marketer be concerned with post-purchase behaviour ?
3. What do you mean by life style ? What factors determine and influence that life style ?
4. How can marketing managers identify opinion leaders and how can they utilise opinion leaders ?
5. Distinguish between structured non-disguised and non-structured disguised questionnaires.
6. 'Every consumer is unique'. Comment on the statement.

## SECTION – C

Answer **any three** of the following. Each question carries 15 marks. (3×15=45)

7. Describe the factors that affect the diffusion rate for an innovation. How can these factors be utilised in developing marketing strategy ?
8. Describe personality trait theory. Discuss how personality traits can be used in consumer research.
9. Discuss with example Howard-Sheth model of Consumer Behaviour.
10. Using college students as the market segment describe most relevant reference group (s) and indicate the probable degree of influence on decision for each of the following:
  - a) Brand of mouthwash.
  - b) Brand new bike.
  - c) Becoming a vegetarian.
11. "Marketing Research is undertaken to guide managers is the analysis of marketing problems". Critically examine this statement.

**I Semester M.Com. Degree Examination, February 2010  
(N.S.) (2007-08 Scheme)**

**COMMERCE**

**Paper – 1.3 : Consumer Behaviour and Marketing Research**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **any ten** questions :

**(2×10=20)**

1. a) Define Consumer Life Style.
- b) What is multivariate analysis ?
- c) Define Consumer decision process.
- d) What is Motive ?
- e) What is diffusion process ?
- f) What is hypothesis ?
- g) What is an attitude ?
- h) What is an emotion ?
- i) What is self-concept ?
- j) What is descriptive research ?
- k) What is extended self ?
- l) Define sample size.



## SECTION – B

Answer **any three** of the following :

(3×5=15)

2. Name five possible characteristics of an appeal that would influence or change attitudes. Describe each.
3. Differentiate between questionnaire and schedule.
4. What ethical issues are relevant for marketers to create needs ?
5. Explain different types of Research.
6. Explain briefly buying decision process.

## SECTION – C

Answer **any three** of the following :

(3×15=45)

7. You are the Marketing Manager of Citi Bank's Online Banking Division. How would you apply the concepts of providing value, customer satisfaction and customer retention to designing and marketing effective Online Banking ?
8. Differentiate between Primary and Secondary research. What are some major sources of secondary data ?
9. How does the family influence the consumer socialization of children ?
10. Explain the steps involved in Report writing.
11. Develop a marketing strategy for each of the eight VALS segment for
  - a) Vacation Package
  - b) Toilet soap
  - c) Men shaving cream
  - d) Kids bicycles.



**First Semester M.Com. Degree Examination, February/March 2011  
(New Scheme) (2007-08)**

**COMMERCE**

**1.3 : Consumer Behaviour and Marketing Research**

Time : 3 Hours

Max. Marks : 80

*Instruction : Answer all the Sections.*

**SECTION – A**

**(10×2=20)**

1. Answer any ten of the following sub-questions. Each sub-question carries two marks.

- a) Define consumer behaviour.
- b) What is a marketing strategy ?
- c) What is a reference group ?
- d) What do you mean by diffusion of innovation ?
- e) What is routine buying decision ?
- f) What is cognitive dissonance ?
- g) Distinguish between a questionnaire and a schedule.
- h) Define standard error.
- i) What is a stratified random sampling ?
- j) What is a level of significance ?
- k) What is a multivariate analysis ?
- l) Distinguish between a null hypothesis and an alternative hypothesis.

P.T.O.



## SECTION – B

(3×5=15)

Answer **any three** questions. **Each** question carries **five** marks.

2. Describe the nature of consumer behaviour.
3. Explain the influence of personality on buying behaviour.
4. Define marketing research and bring out its unique features.
5. Explain the determinate of sample size.
6. Discuss the tools of data analysis.

## SECTION – C

(3×15=45)

Answer **any three** questions. **Each** question carries **15** marks.

7. Explain the stages in consumer buying decision process.
  8. Critically examine the different models of consumer behaviour.
  9. Describe the role of marketing research in marketing decisions.
  10. Discuss, in brief, the different measurement and scaling techniques.
  11. Explain the application procedure to be followed for testing the hypothesis with the help of an ANOVA technique.
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**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 ?
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