

I Semester M.Com. Degree Examination, February/March 2009
(2007-08 Scheme)(NS)
COMMERCE

Paper - 1.3: Consumer Behaviour and Marketing Research
Time: 3 Hours

Max. Marks: 80

Section - A

1. Answer any ten questions. Each sub-question carries two marks. (2X10=20)

- a) Differentiate between 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.

Section - B

Answer any three of the following. (3X5=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 utilize 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. (3X15=45)

7. Describe the factors that affect the diffusion rate for an innovation, how can these factors be utilized 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.