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COMMERCE

Paper : COM-2076

**(Marketing Research and
Consumer Behaviour)**

Full Marks : 80

Time : Three hours

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

Answer all questions.

1. Choose the correct option from the following : 1×7=7

(i) Consumers who feel it inappropriate or wrong to purchase foreign made products, because of the resulting economic impact on the domestic economy are

- (a) Low ethnocentric
- (b) Dogmatic
- (c) High ethnocentric
- (d) Loyal nationals

Contd.

(ii) Stimuli that are too weak or too brief to be consciously seen or heard may nevertheless be strong enough to be perceived by one or more receptor cells. This process is called

- (a) selective perception
- (b) subliminal perception
- (c) attentional process
- (d) contrast effect

(iii) What is a cross-sectional study in Marketing Research ?

- (a) A study that collects data over a prolonged period
- (b) A study that collects data from different market segments at a single point in time
- (c) A study that exclusively examines competitors
- (d) A study focusing on a single case for an extended period

(iv) A person's enduring favourable or unfavourable evaluation, emotional feeling and action tendencies towards some object or idea is called

(a) belief

(b) intrinsic faith

(c) attitude

(d) affectation

(v) A questionnaire where the listing of questions is in a pre-arranged order and where the object of enquiry is revealed to the respondents is a

(a) structured disguised
questionnaire

(b) structured nondisguised
questionnaire

(c) nonstructured questionnaire

(d) open-ended questionnaire

(vi) Which of the following is not a trait of a fixated consumer ?

- (a) A passion for and interest in the category of what they collect
- (b) Aggressively competing in auctions
- (c) Unwillingness to invest a lot of effort in adding to their collection
- (d) Depending a lot of time and discretionary income buying more items for collection

(vii) Which sampling method involves selecting a proportion of elements from each level of the population ?

- (a) Simple Random Sampling
- (b) Stratified Sampling
- (c) Cluster Sampling
- (d) Systematic Sampling

2. Write short notes on the following :

(any five)

5×5=25

- (i) Impact of cultural emblems on consumer buying behaviour

- (ii) Factors influencing the impact of reference groups on consumers
- (iii) Family as a socialisation agent
- (iv) Elements of consumer learning
- (v) Types of research design
- (vi) Components of the Marketing Information system
- (vii) Advertising Research
- (viii) Organising the market research function in a firm

3. What are some common challenges faced in conducting marketing research ? How does marketing research contribute to the strategic planning process of a company ? 6+6=12

Or

- (i) Discuss the significance of advertising research. 5
- (ii) "India's diverse demographic landscape makes it a difficult market to understand." How can market research agencies cope with this inherent challenge in the Indian marketing environment ? 7

4. Prepare an outline of a research report considering a study on consumer's preference and problems related to digital banking services. 12

Or

Describe the different types of sampling techniques used in Marketing Research. How does one decide on the appropriate sampling method for a particular study ? 6+6=12

5. Explain the dimensions used to measure the credibility of brand endorsers and spokespersons. How do consumer's process competitive brand information regarding product categories ? 6+6=12

Or

Explain symbolism in the context of Indian cultural evolution and its impact on consumer behaviour. Describe how social class influences buying behaviour. 6+6=12

6. Describe the various elements of perception that influence consumer behaviour. How do personality traits and self concept determine an individual's receptivity to new products ? 6+6=12

Or

Describe the characteristics of opinion leaders. Explain mother's socialisation-related attitude and also its influence on consumer socialisation.

4+8=12
