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(July)

BUSINESS ADMINISTRATION

(Honours)

(Consumer Behaviour and Marketing Research)

[BBAH–403 (c) (MM)]

Marks : 75

Time : 3 hours

The figures in the margin indicate full marks for the questions

PART—A

(*Marks* : 15)

UNIT—I

1. Define customer value and explain its importance in consumer behaviour. 3

Or

Briefly explain the importance of customer retention.

UNIT—II

2. How does culture influence consumer behaviour? 3

Or

Differentiate between rational and emotional motives of a consumer.

UNIT—III

3. Explain the meaning of 'high involvement' in consumer decision-making process. 3

Or

What is dissonance reducing behaviour?

UNIT—IV

4. Define marketing research and mention its scope. 3

Or

With the help of an example, explain a semantic differential scale.

UNIT—V

5. The following table gives the life of 150 electric bulbs :

Life (hrs.)	No. of bulbs
0–400	4
400–800	12
800–1200	45
1200–1600	25
1600–2000	31
2000–2400	33

Calculate the modal value. 3

Or

The following represents the number of defective parts produced per day over a 7-day period :

3, 5, 2, 1, 0, 1, 2

Calculate the standard deviation for this data.

PART—B

(*Marks* : 50)

UNIT—I

6. Discuss the relationship between consumer behaviour and segmenting, targeting and positioning. 10

Or

Describe the consumer research process.

UNIT—II

7. Describe each stage of the traditional family life cycle and how marketers may use this information to influence their decisions. 10

Or

Describe the major types of consumer related reference groups that influence consumer attitudes and behaviour.

UNIT—III

8. Explain the consumer buying decision process for a high involvement product. 10

Or

Discuss the importance and benefits of brand loyalty and the strategies that may help to build brand loyalty.

UNIT—IV

9. Explain the process that is generally used for the design of a questionnaire. 10

Or

Explain the marketing research process.

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UNIT—V

10. What is multidimensional scaling? Describe the steps used for conducting multi-dimensional scaling. 2+8=10

Or

What is conjoint analysis? Explain the steps that may be employed for conducting conjoint analysis. 2+8=10

PART—C

(*Marks* : 10)

11. 'Dezareason' is a new retail outlet in a city. It sells a range of products from FMCGs to toys, home appliances, electronics, apparels, etc., spread across four floors of the store building. The Store Manager feels that he needs to offer discounts on a variety of products so that he can increase the number of customers (footfalls) per day. However, he is still pondering whether such an exercise will help generate more sales for the store. It has been 4 months since the store launched, and although the footfalls has been satisfactory, yet he feels there is a lot of room for further improvement.

You have been called for consultation

(6)

regarding this particular problem.

(a) What type of research design would you suggest to be used in this study? Justify your choice. 7

(b) What are the different types of data you would be interested in collecting to help the Manager in his final decision making? Justify your answer. 3

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