

4/H-65 (xii)(c) (Syllabus-2015)

2 0 2 3

(May/June)

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. What do you understand by consumer behaviour? 3

Or

What is the concept of customer satisfaction?

(2)

UNIT—II

2. What are rational and emotional motives of a consumer? 3

Or

Discuss the role of husband and wife in family decision making in India.

UNIT—III

3. What are the two components of brand loyalty? 3

Or

What are the factors determining high involvement purchase?

UNIT—IV

4. Explain exploratory research design. 3

Or

What are the advantages and disadvantages of primary data?

(3)

UNIT—V

5. Calculate the median for the following data : 3

Marks	No. of students
0-5	5
5-10	7
10-15	10
15-20	8
20-25	6
25-30	4

Or

Calculate the arithmetic mean for the following data :

Class intervals	Frequency
10-15	8
15-20	15
20-25	22
25-30	20
30-35	10
35-40	5

PART—B

(Marks : 50)

UNIT—I

6. Explain in detail the different factors which affect consumer behaviour. 10

Or

What is market segmentation? Discuss any two bases of consumer market segmentation.

2+8=10

(4)

UNIT—II

7. Explain any *two* types of reference group from the following : $5 \times 2 = 10$

- (a) Friendship group
(b) Shopping group
(c) Consumer action group

Or

Elaborate the different stages of adoption process. 10

UNIT—III

8. Explain the different dimensions of post-purchase behaviour. Illustrate its importance for marketers. 10

Or

Discuss the process of consumer decision-making model.

UNIT—IV

9. Explain the process of sampling. What are the advantages and disadvantages of sampling? $6 + 4 = 10$

Or

What is marketing research? Explain the objectives and scopes of marketing research. $2 + 4 + 4 = 10$

(5)

UNIT—V

10. What is conjoint analysis? What are the steps used for conjoint analysis? $2 + 8 = 10$

Or

The following table shows the sales and promotional expenses of a firm :

Sales (₹ in crores)	Promotional Expenses (₹ in lakhs)
14	52
16	62
18	65
20	70
24	76
30	80
32	78

Using linear regression, estimate the sales for promotional expenditure of ₹ 100 lakhs. 10

PART—C

(Marks : 10)

11. In the early '90s M&M added peanut and almond varieties, blue was introduced in '95 and green in '97. Crispy M&M's made their debut in 1999 and Minis Mega Tubes in 2000. Now there are Mega M&M's. Not only are they physically bigger but 55% larger in size, but they also come in more

sophisticated colors that are designed to appeal to adults. Red will be replaced with maroon, the blue will now be blue/gray and turquoise will replace green. Advertising for this new M&M's variety retains the humorous flavour of other current M&M's ads, but with more of an adult edge.

Not all M&M's products have succeeded. For example, you would probably have a difficult time finding Crispy M&M's in your local supermarket, drug store or mass merchandiser. And Minis, only account, for about \$ 24 million of the brands more than \$ 500 million in annual sales.

Questions :

- (a) Do you think that it was a good segmentation strategy for M&M's to develop a new version targeting adults? 5
- (b) Would M&M's be better off pursuing a mass marketing approach? 5

★ ★ ★