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(April)

BUSINESS ADMINISTRATION

(Honours)

(Consumer Behaviour and Marketing Research)

[BBAH–403 (MM)]

Marks : 75

Time : 3 hours

The figures in the margin indicate full marks for the questions

PART—A

(*Marks* : 15)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Why is it important to understand customer satisfaction?

   3

2. What is the meaning of customer value? 3

(2)

UNIT—II

3. What are the personality traits usually found in innovative consumers? 3

4. What are 'adopters' and 'early innovators' in consumer behaviour? 3

UNIT—III

5. Give three benefits of brand loyalty. 3

6. What are the factors determining high involvement purchase? 3

UNIT—IV

7. What is exploratory research design? 3

8. What are the advantages of primary data? 3

UNIT—V

9. The following table shows the amount received by workers for a certain time period :

Amount Received	No. of Workers
100–200	10
200–300	20
300–400	15
400–500	5

Calculate the average amount received by each worker. 3

(3)

10. The following are the marks obtained by 10 students in a test :

54, 68, 78, 81, 61, 65, 71, 42, 68, 82

Calculate the standard deviation of the students' marks. 3

PART—B

(Marks : 50)

Answer **five** questions, taking **one** from each Unit

UNIT—I

11. Discuss the relationship of consumer behaviour with segmentation and targeting. 10

12. What are the benefits of customer retention for a firm? Explain any strategy a firm may adopt to position its product to the consumer. 5+5=10

UNIT—II

13. Discuss the behavioural changes in consumers as they pass through different stages of the family life cycle. 10

14. What is the importance of understanding post-purchase behaviour of consumers? Briefly explain how consumers may dispose of products. 6+4=10

UNIT—III

15. Describe consumer behaviour at the stage of evaluation in the buying process. 10

16. Briefly describe the consumer buying decision process for a high involvement product. 10

UNIT—IV

17. What are the advantages and limitations of sampling? What is multistage sampling? 7+3=10

18. Explain the following sampling techniques : 5+5=10

(a) Stratified random sampling

(b) Multiphase sampling

(Continued)

UNIT—V

19. (a) The following table shows the number of products produced by a group of workers in a single day :

No. of Products	No. of Employee
70–80	40
80–90	65
90–100	45
100–110	65
110–120	78
120–130	40

Calculate the modal value of productivity for the workers. 7

(b) Briefly explain conjoint analysis. 3

20. What is cluster analysis? Briefly describe the steps to carry out cluster analysis. Explain hierarchical and non-hierarchical methods of cluster analysis. 2+4+4=10

PART—C

(Marks : 10)

Ashok (14 years) is part of a family of 5, including his parents and two other younger siblings aged 10 and 12 years. The family is desirous of taking a family vacation at the

(Turn Over)

end of the year. Ashok, being the eldest is also technologically savvy and is a regular user of social media. His parents, aged 48 years, are open to ideas from their children. The budget that they are comfortable with is not exceeding ₹ 1·5 lakh.

Questions :

(a) Who do you think would play a major role in deciding the destination for the family vacation, and why?   5

(b) What are the possible sources of information available to the family for planning this vacation?   5

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