

**4/H-65 (xii) (C) (Syllabus-2015)**

**2 0 2 2**

**( 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. Explain the importance of understanding consumer behaviour for marketers.**

**3**

( 2 )

Or

List out the reasons behind the relevance of consumer retention for a firm.

## UNIT—II

2. Briefly describe the situational environment necessary for opinion leadership.

3

Or

Explain the role of referent groups in consumer behaviour.

## UNIT—III

3. What is the meaning of 'high and low involvement' in the consumer decision process?

3

Or

Explain dissonance reducing behaviour with a relevant example.

## UNIT—IV

4. Define the terms 'population' and 'sampling frame' with the help of an example of each.

3

Or

What are the characteristics of a summated rating scale?

( 3 )

## UNIT—V

5. The following table gives the life of 150 light bulbs. Calculate the modal value :

3

Life (in hours)	No. of Bulbs
0-400	4
400-800	12
800-1200	45
1200-1600	25
1600-2000	31
2000-2400	33

Or

The following data 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. Describe the relationship between consumer behaviour and segmentation, targeting and positioning.

10

Or

Explain the use of observation and experimentation in consumer research with the help of relevant example.

( 4 )

UNIT—II

7. Explain the various reasons leading to the effectiveness of opinion leaders in influencing consumers. 10

Or

What is diffusion of innovation? Discuss the product characteristic that influences the diffusion process. 4+6=10

UNIT—III

8. Discuss the different ways in which consumers may use or dispose off products that they have purchased. 10

Or

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

UNIT—IV

9. Explain the process generally used when designing a questionnaire. 10

Or

Briefly describe the marketing research process.

( 5 )

UNIT—V

10. Define multidimensional scaling (MDS). Describe the steps generally used for conducting MDS. 10

Or

The following table shows the rank obtained by 6 trainees 'during training' and 'after training' i.e., on the job. Compute Spearman's coefficient of rank correlation and state the interpretation of the relationship :

Trainee	#1	#2	#3	#4	#5	#6
Rank during training	3	4	1	2	5	6
Rank after training	2	3	5	1	4	6

PART—C

( Marks : 10 )

11. Answer the following question based on the scenario given below :

Alan (51 years) and Dora (48 years) with their children, Robert (18 years) and Jane (16 years) have been staying in a mid-sized town for the last 23 years. Their 10-year-old family vehicle has been creating problems regularly in recent times. Alan has had

enough. The state of the financial condition of the family at present is quite comfortable and they figured that it is now time to go for an upgrade. Alan, his wife and son can all drive and every member of the family has a say on this matter.

In the light of family dynamics, who do you think will have the most influence in terms of choosing the new car? Provide justification for your answer.

10

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