

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

2 0 1 9

(April)

BUSINESS ADMINISTRATION

(Honours)

(Consumer Behaviour and Marketing Research)

[BBAH-403 (c)]

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. What are some of the benefits of customer
segmentation?**

3

(2)

2. What is the scope of consumer behaviour? 3

UNIT—II

3. Describe innate and acquired consumer needs with relevant examples. 3

4. What is consumer motivation? Why is it always dynamic? 3

UNIT—III

5. Within the context of consumer decision making, what does the 'evoke set' refer to? 3

6. Briefly describe the possible outcomes of consumer post-purchase product evaluation. 3

UNIT—IV

7. What is primary data? What are some of the advantages of primary data? 3

8. Write a brief note on paired comparison scale. 3

D9/1689

(Continued)

(3)

UNIT—V

9. Calculate the median for the following data : 3

Marks	No. of Students
10-15	7
15-20	10
20-25	13
25-30	26
30-35	35
35-40	22

10. Calculate the arithmetic mean for the following data : 3

Class Interval	Frequency
40-50	5
50-60	4
60-70	7
70-80	6

PART—B

(Marks : 50)

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

UNIT—I

11. What is consumer behaviour? Discuss the importance of understanding consumer behaviour with reference to present-day markets. 2+8=10

(Turn Over)

D9/1689

(4)

12. Briefly explain how demographic segmentation variables help marketers refine their knowledge of consumer behaviour. 10

UNIT—II

13. Discuss the product characteristics that play a key role in influencing the diffusion process. 10
14. Describe the different stages of consumer adoption process. What are the drawbacks of the traditional consumer adoption process? 7+3=10

UNIT—III

15. Briefly explain the factors that can influence consumer behaviour at the pre-purchase stage. 10
16. With the help of a diagram, describe the four types of consumer buying behaviour. 10

UNIT—IV

17. With the help of examples, briefly explain the following sampling techniques : 4+3+3=10
- (a) Stratified random sampling
 - (b) Multistage sampling
 - (c) Quota sampling

D9/1689

(Continued)

(5)

18. Describe the process of sampling. What are the advantages and disadvantages of sampling? 7+3=10

UNIT—V

19. The following table shows the sales and promotional expenses of a firm for eight consecutive quarters :

Quarter	Sales (in lakh)	Promotional expenses ('000 in rupees)
1	100	40
2	80	30
3	60	20
4	120	50
5	150	60
6	90	40
7	70	20
8	130	60

Using linear regression, estimate the expected sales if the promotional expenses is ₹ 90,000. 10

20. (a) Briefly explain the general procedure for hypotheses testing. What are type I and type II errors in hypotheses testing? 5+3=8
- (b) What is cluster analysis? 2

(Turn Over)

D9/1689.

PART—C

(Marks : 10)

(Case Study)

Jezz & Molly is a family themed restaurant, operational for the last 25 years. Situated in a commercial area, it caters to numerous customers daily. The restaurant is spread over 3 floors, with a banquet hall and a huge modern kitchen. It has parking facilities, which do not cater to all customers in peak times. A competing restaurant is opening up shortly close to its location.

The owner is genuinely interested in knowing how customers feel about the restaurant and to improve the services to the customers. He wants you to conduct a customer survey related to their satisfaction levels with present services and other services they might expect in future. This survey is to be conducted from the customers who visit this restaurant.

21. Design a questionnaire that will help the owner gauge customer satisfaction on present services, as well as services they might expect in future from the restaurant.

10
