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(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—1

1. Define consumer behaviour. List some of the areas where it is used.   3

2. How is 'age' used as a demographic variable to segment a consumer market? 3

UNIT—2

3. What are the reasons behind consumer motivation being a dynamic construct? 3

4. Give any one product characteristic that influences consumer diffusion or acceptance. 3

UNIT—3

5. Briefly explain the factors that can influence consumer behaviour between purchase intention and purchase decision. 3

6. What is habitual buying behaviour? 3

UNIT—4

7. What is systematic sampling? 3

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

UNIT—5

9. The following table shows the monthly salary received by different categories of workers. Calculate the median salary : 3

Salary bracket	No. of workers
12000–16000	19
16000–20000	56
20000–24000	25
24000–28000	15
28000–32000	35

10. What are type-I and type-II errors in hypothesis testing? 3

PART—B

(*Marks* : 50)

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

UNIT—1

11. Briefly explain the use of psychographics in consumer market segmentation. 10

12. Discuss the different targeting strategies for a consumer market that has been segmented. 10

UNIT—2

13. Why are referents/reference groups important? Describe the influences of specific reference groups on consumer behaviour. 3+7=10

14. What is opinion leadership? Discuss the reasons that make opinion leadership effective in influencing consumer behaviour. 2+8=10

UNIT—3

15. Discuss the factors that are likely to increase consumer pre-purchase search. 10

16. Discuss the post-purchase process that is generally observed in the consumer decision making process. 10

UNIT—4

17. Discuss the various issues that are generally considered when designing a self-administered questionnaire. 10

18. Describe the marketing research process. 10

UNIT—5

19. What is multidimensional scaling? Briefly explain the process for conducting multi-dimensional scaling. 2+8=10

20. *(a)* In a survey, it was revealed that out of the total 200 cell phone users, half of them used the Internet. In addition, 120 of these users use a phone belonging to their parents while the remaining used their own personal phones. 50 users in each of the two categories (i.e., those who used their own phone and those who used their parents' phone) used Internet packs. Formulate the contingency table. Using chi-square, can it be said that the use of Internet packs is related to the ownership of a cell phone? (Chi-square with 1 degree of freedom and 5% level of significance is 3·841) 7

(b) What are the different types of correlation? 3

PART—C

(*Marks* : 10)

21. Read the following scenario to answer the questions below :

Shikhar (48 years) and Renuka (45 years) along with their children Akash (21 years) and Priyanka (18 years) have been living in a bustling and fast growing town for the last 20 years. Their old family car which had served them well for all these years has finally started to show clear signs of wear and tear with regular breakdowns and visits to the local workshop/garage. The family's financial position is quite comfortable and they figure that it is now time to go for an upgrade. Every member of the family feels they have a say on this matter.

Questions :

(a) In the light of family dynamics, what will be the influence of each member?

(b) Who do you think will have the most influence on the decision and why?

4+6=10

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