MB118B

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective: B: Marketing

Consumer Behaviour and Market Research

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries 3 marks. (5×3=15)

1. a) State the reasons for studying consumer behaviour.

b) What do you mean by marketing audit?

c) What are the multivariant methods of data analysis?

d) List out the steps of perception process.

e) What do you mean by a drive?

f) What do you mean by Id?

g) What do you mean by marketing research?

SECTION - B

Answer any Four questions. Each question carries 5 marks. (4×5=20)

2. Bring out the importance of problem recognition in the buying process.

3. Explain the implications of perceptions on consumer behaviour.

4. Enumerate the latest trends in marketing research.

5. Discuss the techniques of marketing control.

6. What are the applications of consumer behaviour to marketing?

7. Write a note on international market research.

SECTION - C

Answer any Three questions. Each question carries 10 marks. (3×10=30)

8. "The Engel-Kollat-Blackwell model talks of consumer behaviour as a decision-making process in the form of five steps which occur over a period of time". Elaborate.

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9. What is a questionnaire? Explain the merits and demerits of different types of questionnaires.

10. Examine what influences operate on the buyers behaviour at different stages in a typical buying process.

11. Discuss different theories of attitude measurement and point out their implications to marketing.

12. Explain how marketing research facilitates better new product and package development.

SECTION - D

Case (Compulsory). **(1×15=15)**

13. Martin Incorp was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make, and did not bother about changes in preferences of their target market.

They were later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences and the changes that were necessary to be incorporated in the product. He emphasised upon the income factors, and social factors only. He modernised the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales.

The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

Questions:

a) Do you agree with the assistant and product managers, and why?

b) What other factors, if any, could have been considered? Elaborate in detail.
