MBSC-3.3B

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, June - 2025
(CBCS) (SLM Scheme)
MANAGEMENT
Elective - B : Marketing
Consumer Behaviour and Marketing Research

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) Explain the significance of consumer behaviour in marketing.

Q2) Explain the determinants of motivation.

Q3) Explain the role of reference groups on consumer buying behaviour.

Q4) Describe the Black Box model of consumer behaviour.

Q5) Elucidate EBM model.

Q6) Write a note on marketing information system.

Q7) Differentiate between online and offline buyer characters.

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Describe the consumer decision making process with suitable example of your choice.

Q9) Describe in brief the various models of consumer behaviour.

Q10) Differentiate between rural and urban consumer behaviour. Explain in detail the factors influencing them.

Q11) Explain the determinants of perception. How does perception play a role on consumer buying decision? Elucidate.

Q12) Explain the importance of opinion leadership in shaping buyers behaviour.

Q13) Write a note on :

a) Cognitive Theory.

b) Post Purchase Behaviour.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

Over the period of an eight-week timeframe, RMS conducted four intercept interviews and four shop- along every two weeks at a grocery store in Syracuse, NY. The frequency coincided with the change in the endcap products every two weeks at the grocery store. The customer intercepts were conducted by randomly selecting shoppers to participate in the store through ethnographic research. Intercept interviewers stationed themselves in the store to observe particular interactions with the endcaps and then determine whether an intercept was warranted or not, based on pre - defined criteria.

RMS also recruited individuals to participate in shop - along, which were either pre-scheduled through phone or screened and conducted on the fly. RMS and the client created a recruitment screener, which blinded the intent of the research (purchases in the product category of endcaps) by creating largest list of random items and only selecting those shoppers who considered making a purchase in the endcap category.

In addition to our role in the market research, the end - client also employed a number of hidden cameras and eye - tracking technologies to further provided quantitate information on behaviors. The store also created separate UPCs for (1) items purchased directly off endcap items, (2) the same items purchased but not from the endcap, and (3) non-related items. Our qualitative research findings were used to support the data.

Both the intercept interviews and shop - along had a separate moderator guide. However, both guides honed in on questions specific to endcap usage.

Questions :

a) Why do shoppers purchase from endcaps?

b) What are the benefits of endcaps for shoppers?

c) Do shoppers use a grocery list? Are the majority of their purchases planned or unplanned?

d) Do shoppers have a plan of how to walk through the store ahead of time or do they decide on the fly?

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