DECEMBER 2022 **P/ID 77942/RMBM3**

Time : Three hours Maximum : 80 marks

SECTION A — ($10 \times 2 = 20$ marks)

Answer any TEN questions in 50 words each.

1. Define Conclusive research design.

2. What are the statistical tools of Data analysis?

3. What do you mean by secondary data?

4. What are the various steps in sampling process?

5. What is Consumer Reality?

6. What are the various components of attitudes?

7. What are the socio cultural factors that influence consumer behaviour?

8. What do you understand by information processing?

9. Define Change.

10. What are Attributes?

11. Define Opinion Leadership.

12. What do you mean by Consumer decision?

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What is market survey? How is it used as a technique of marketing research?

14. Explain the role of Marketing Research in the decision making process.

15. Discuss the recent trends in marketing research.

16. How is life style segmentation useful to develop promotion campaigns?

17. Write the merits and demerits of post purchase behaviour.

18. Bring out the interpersonal determinants of consumer behavior.

19. What are the environmental determinants of consumer Behaviour? Discuss.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Explain the sources of secondary data? What are their advantages and limitations?

21. Examine the various ethical issues in Marketing Research.

22. Elaborate the steps involved in primary data collection with suitable example.

23. Discuss the various problems involved in studying the Consumer behavior.

24. Describe the stages of buying process with examples.