DECEMBER 2023 **P/ID 77942/RMBM3**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is Focus Group Research?

2. What is the need of Research Design?

3. What do you mean by Structured Questionnaire?

4. What is Sampling Error?

5. How will you determine Sample Size by using Cochran's Formula?

6. Define Product Research.

7. What is Information Processing in Consumer Behaviour?

8. Define Social Class.

9. How Culture influences Consumer Purchase Decisions?

10. What do you mean by Consumer Learning?

11. How Lifestyle Changes affects Consumer Behaviour?

12. What is Habitual Buying Behaviour?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the nature of Marketing Research.

14. Interpret the Key Elements of Research Design.

15. Infer the characteristics of Motivational Research.

16. Examine the role played by Opinion Leaders in developing a Brand.

17. Evaluate the factors determining the level of Consumer Involvement in a buying decision.

18. How Personality Traits affect Consumer Behaviour? Explain.

19. Mention the sources of information for consumers while purchasing a Smart Phone.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the different methods of colleting Primary Data.

21. Evaluate the different techniques of Sampling.

22. Discuss the environmental Influences on Consumer Behaviour with suitable examples.

23. How Self Concept influences Consumer Behaviour and their Purchase Decisions? Explain.

24. Elucidate the types of evaluation criteria and Decision Rules in Consumer Behaviour.

———————