DECEMBER 2024 **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 meant by problem recognition in the process of consumer decision-making?

2. Mention the four main theories of attitude formation.

3. What is referred to as the consumer decision model?

4. How does the social class affect the consumer behavior?

5. Who are referred to as social groups?

6. Define opinion leadership.

7. List down the difference between close-ended and open-ended questions in a questionnaire.

8. Define a motivation research.

9. Enumerate any four methods of collecting secondary data.

10. State the benefit of collecting data through questionnaires.

11. Give the meaning of the two types of sampling techniques.

12. Write down the difference between population and sample of a study.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Mention the weaknesses of motivation research.

14. Explain the three levels of decision-making in the Howard-Sheth model of consumer behavior.

15. Enumerate in short, the two major types of problem recognition types.

16. Write a short note on the four main categories of the Nicosia model of consumer behavior.

17. What is quota sampling and convenience sampling?

18. Write a short note on researcher-administered questionnaires.

19. Shed lights over the steps in the process of consumer decision-making.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Elucidate the characteristics, advantages and disadvantages of exploratory research designs.

21. Elucidate the importance of post-purchase behavior for the businesses.

22. Explain in detail the four major types of probability sampling.

23. Explain in detail the meaning of post-purchase behavior and the steps to improve the same.

24. Write in detail about the methods in non-probability sampling technique.

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