MAY 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. Define Marketing Research
2. What is Primary Data?
3. Write short note on Descriptive Research
4. Explain the Purpose of Sampling.
5. What is Motivation Research?
6. How to determine Sample Size for an Unknown Population?
7. Define Consumer Behaviour.
8. Examine the role of Reference Group in Consumer Behaviour.
9. Who is termed as an Opinion Leader?
10. Define Personality
11. What is Self-Concept?
12. Write a brief note on Post Purchase Behaviour.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the Scope of Marketing Research.

14. Mention the different Sources of Secondary Data.

15. Interpret the Elements of Marketing Research.

16. Expand the Stages in Nicosia Model of Consumer Behaviour.

17. List the Personal Factors that influence Consumer Behaviour.

18. What are the Stages in Customer Information Processing?

19. Categorize the types of Consumer Purchases

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate the Types of Research Design.

21. Discuss the Application of Marketing Research in different Industries.

22. Illustrate Howard-Sheth Model of Consumer Behaviour.

23. Examine the Impact Consumer Attitude on their Purchase Decisions.

24. Explain the Stages in Consumer Decision Making Process.

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