MAY 2025 **P/ID 77942/RMBM3**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define marketing research.

2. What is consumer behavior?

3. List down any four methods of collecting secondary data.

4. State the benefits of collecting data through questionnaires.

5. Write the benefit of determining the sample size for a specific study.

6. Define product research.

7. Who are referred to as social groups?

8. Define opinion leadership.

9. What is meant by information processing?

10. How is the post-purchase behavior measured in business?

11. What is meant by problem recognition in the process of consumer decision-making?

12. Mention the four main theories of attitude formation.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Discuss any three steps to improve the post-purchase behavior.

14. Elucidate importance of problem recognition in the decision-making process.

15. Enumerate the two major types of problem recognition types.

16. Explain the Nicosia model of consumer behavior.

17. Describe the steps involved in designing a questionnaire.

18. Validate the meaning of self-administered questionnaires.

19. Explain the purchase process and its determinants.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Describe the purposive, convenience and snow-ball sampling with appropriate examples.

21. Explain the techniques of motivational research in detail.

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

23. Explain the four major types of probability sampling.

24. Elaborate the Engel-Blackwell-Miniard model of consumer behavior with a neat diagram.

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