

**M.Com 2<sup>nd</sup> Semester Examination 2021**

**Sub: Marketing Research and Consumer Behaviour**

**Paper: COM 2076**

Time: 3 hours

Full Marks: 80

1. Answer any **eight** from the following in about 50-75 words each: (5x8=40)

- a) Discuss the significance of advertising research in the Indian context.
- b) How has demographic and psychographic changes in the market resulted in the growth of marketing research?
- c) Explain symbolism in the context of India's cultural evolution and its impact on consumer behaviour.
- d) How is research in social sciences different from research in natural sciences?
- e) Describe consumer memory encoding and revival process.
- f) Differentiate between exploratory research and descriptive research.
- g) Explain the strategies to overcome sensory adaptation.
- h) What factors are to be considered while phrasing questions in a questionnaire?
- i) Explain how the different types of reference groups enable the establishment of self-concept and form brand associations for consumers.

2. Answer any **four** from the following in about 100-150 words each: (4x10=40)

- a) Prepare the outline of a research report considering a study on consumers' preference and problems related to digital banking services. 10
- b) How do consumers process competitive brand information regarding product categories? Explain the dimensions used to measure the credibility of brand endorsers and spokespersons. 5+5=10
- c) Point out the demerits of observation method of collecting data. Why does a researcher need to be careful while using secondary data for research? 5+5=10
- d) Explain the elements of consumer learning process. 10
- e) Discuss the role of 'family' as a socialisation agent. Also, highlight the different parental styles and their impacts on consumer socialisation. 5+5=10

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