14 (COM–2) 2076

2022

COMMERCE

Paper : COM–2076

(Marketing Research and Consumer Behaviour)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer all questions.

1. Answer the following :   1×4=4

    (i) Which of the following dimensions do not measure the credibility of spokespersons and endorsers ?

    (a) Expertise

    (b) Incompetence

    (c) Trustworthiness

    (d) Attractiveness

    (ii) Consumers that tend to be more receptive to ads that contain appeals from authoritative figures such as celebraties and experts are

    (a) pragmatic consumers

    (b) emotional consumers

(c)   rational consumers

(d)   dogmatic consumers

(iii)   ———— is a non-probability sampling technique in which an initial group of respondents is selected randomly and subsequent respondents are selected based on referrals or information provided by the initial respondents.

(a)   Convenience sampling

(b)   Judgement sampling

(c)   Quota sampling

(d)   Snowball sampling

(iv)   An unstructured, direct, personal interview in which a single respondent is probed by a highly skilled interviewer to uncover underlying motivation, beliefs and attitude is known as —

(a)   Depth interview

(b)   Thematic Apperception Test

(c)   Group discussion

(d)   Role playing

Write short notes on **any four** of the following :   4×4=16

(i)   Children's influence on family buying behaviour

(ii)   Associative Network Memory Model

(iii)   Consumer belief and attitudes

(iv)   Challenges in conducting marketing research

(v)   Issues in formulation of a research problem

(vi)   Guidelines in report preparation.

(vii)   Considerations to be made while designing data collection forms

3.   What are reference groups ? Why is an opinion leader a more credible source of product information than an advertisement ?
                                                        5+7=12

Or

Explain the role of a family as a socialisation agent. Describe the Indian core value.
                                                        5+7=12

4.   Explain the five stage model of buyer behaviours.
                                                        12

Or

Describe the various elements of consumer learning. How do social class influence consumers in their buying behaviour ?
                                                        6+6=12

                                                        Contd.

5. How is research in social sciences different from that of natural sciences ?
   Why is it difficult to apply scientific research in the domain of marketing ?   5+7=12

   Or

   Discuss the significance of conducting a focus group interview in marketing research. What are the various consideration to be made while hiring outside agency for research ?
                                            5+7=12

6. 'Consumers are likely to choose brands whose personality match their own'. —Explain the above statement. How do marketers match ritualistic behaviour of consumers with their offers ?   7+5=12

   Or

   Explain the different kind of emblems that convey meaning about the consumers.
   How are cultural values learnt ?   8+4=12

7. State the advantages and disadvantages of observation method of collecting primary data. Discuss the internal and external sources of secondary data.   6+6=12

   Or

   Write a note on research design and its various types and sub-types.   12

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