M.Com. DEGREE EXAMINATION, NOVEMBER 2017

THIRD SEMESTER

Branch – Commerce

Paper IV — CONSUMER BEHAVIOUR AND MARKET RESEARCH

ime : 3 Hours   Max. Marks : 70

SECTION – A

Answer any FIVE questions. Each question carries 4 marks.

(Marks : 5 × 4 marks = 20 marks)

(a) Define the consumer behaviour.

(b) What is meant by consumer perception?

(c) Explain the meaning of attitude.

(d) Discuss the influence of family on attitudes.

(e) Define organisational cultures.

(f) What is meant by diffusion and adoption?

(g) Define the cluster analysis in marketing research.

(h) What is marketing research?

(i) Explain the term market segments.

(j) Explain the concept of sales analysis.

SECTION – B

Answer ONE question from each Unit. Each question carries 10 marks.

(Marks : 5 × 10 marks = 50 marks)

UNIT – I

(a) Explain the consumer behaviour principles to strategic marketing.

Or

(b) Explain the types of learning and its process.

UNIT – II

(a) Define Attitude. Explain the formation and change of Attitudes.

Or

(b) Define the motivation and its uses.

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UNIT – III

4. (a) Explain various personalities and its theories.

Or

(b) Discuss the consumer decision making and its process.

UNIT – IV

5. (a) What is the importance of marketing research and explain its statistical tools?

Or

(b) Explain the Markov-Chain model and sales-response model.

UNIT – V

6. (a) Elaborate the marketing research applications.

Or

(b) Explain the term sales forecasting and its techniques.

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