

MAY 2012

P/ID 37517/PBEA

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain conclusive research design.
2. How does marketing research helps in making marketing decisions?
3. What are the advantages and dis-advantages of personal interview method?
4. Explain the different methods of sales control research.
5. What do you understand by socio cultural environment?
6. Explain the term “Gate keeper” in consumer behaviour.
7. Explain the term “opinion leader” with examples.
8. What are the functions of attitudes? Explain briefly.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss the steps involved in marketing research process.
10. Discuss the various sources of primary and secondary data.
11. Distinguish between questionnaire and interview schedule.
12. Discuss Howard Sheth model of buyer behaviour.
13. What is market segmentation? State its benefits and limitations.
14. “Personality is an organised whole, without which individual would have no meaning”-Comment on this statement.

PART C — (15 marks)

Compulsory

15. Conduct market research for launching a new product assuming the product of your imagination and discuss the results in terms of market segmentation, product positioning, supply chain management and other related variables.