

MAY 2012

P/ID 6018/MEA

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. What is marketing research? How does it relate to the marketing concept?
2. Explain the methods of observation used to collect primary data.
3. Write short notes on Factorial research design.
4. What are the steps involved in exploratory research?
5. Explain a statistical test that can be used for ordinal measurement data.
6. Identify the major areas where advertising research can be useful.
7. Explain the nature of consumer behavior.
8. What type of market segmentation is used for understanding consumers?

9. What do you understand by socio cultural environment?
10. Define Learning. What are the types of learning?
11. Define attitude and what are the functions of attitude?
12. How can different situational factors influence the purchase behavior?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain the role of marketing research in the decision-making process with the help of an example of your choice.
14. Does the term 'motivation research' refer to a set of motivational research procedures or to 'motivation' as a subject? Discuss.
15. How do we ensure that a sample represent its population? Explain how you represent your data graphically.
16. Elucidate the various methods of market segmentation. How will you make research for identifying market segments?

17. What is post-purchase dissonance? Do consumers experience this anxiety after every type of purchase?
 18. Discuss the growth of consumerism in India.
-