

B.B.A DEGREE END SEMESTER EXAMINATION - MARCH 2018**SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA18: UNDERSTANDING PSYCHOLOGY AND MARKET RESEARCH***(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

PART AAnswer **all** the questions.

1. What is meant by psychographic Value?
2. What is market research?
3. Explain behavioral segmentation.
4. Define organizational buying behaviour.
5. What is observational research in marketing?
6. Who are called as reference groups?

(1 x 6 = 6)

PART BAnswer **any Seven** questions.

7. What is meant by values in marketing?
8. What is Management Information System?
9. What is qualitative research in marketing?
10. What is ethnography?
11. What is a market research plan?
12. Define the term 'culture'.
13. What is data analysis?
14. What is meant by demographic segmentation?
15. What is comparative scaling technique?
16. Explain the concept of consumer behaviour.

(2 x 7 = 14)

PART CAnswer **any Five** questions.

17. Explain in detail the consumer decision making process.
18. Explain the influence of culture on consumer behavior with suitable examples.
19. Briefly explain the different types of marketing research.
20. What is psychographic buying bahaviour?
21. Explain the market research process.
22. Explain the effect of reference groups on consumer decision making.

23. What is the importance of market research in business?

24. What are the advantages of Qualitative Market Research?

(5 x 5 = 25)

PART D

Answer **any Two** questions.

25. Explain the different types of measurement and scaling techniques in market research.

26. What is MIS? What are the components of Marketing Information System?

27. Discuss in details about the observational research? What are the advantages and disadvantages of observational research?

28. Explain the emerging trends in marketing.

(15 x 2 = 30)