

**B. B. A DEGREE END SEMESTER EXAMINATION - MARCH 2019**SEMESTER – 4: **BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)**COURSE: **16U4CRBBA15: UNDERSTANDING PSYCHOLOGY AND MARKET RESEARCH***(Common for Regular 2017 admission & Improvement / Supplementary 2016 admission)*

Time: Three Hours

Max. Marks: 75

**PART A**Answer **all** the questions.

1. What is meant by Research?
2. Who is a consumer?
3. What is meant by Marketing Ethics?
4. Explain behavioral segmentation?
5. What is meant by marketing management?
6. What is celebrity endorsement? (1 x 6 = 6)

**PART B**Answer **any Seven** questions.

7. What is nominal scale?
8. What is meant by attitude?
9. What is Management Information System?
10. What is Type – I error?
11. What is non – comparative scaling technique?
12. What is research design?
13. What is descriptive research?
14. What is meant by sampling?
15. Define group dynamics?
16. What is meant by PLC? (2 x 7 = 14)

**PART C**Answer **any Five** questions.

17. Briefly explain the steps in sampling.
18. What is the importance of market research in business?
19. Explain the steps in consumer decision making.
20. Explain the divisions of marketing research.
21. What are the various core cultural values in India?
22. Explain the steps of Product Life Cycle in marketing?
23. What is the effect of reference groups on consumer decision making?
24. Distinguish between quantitative and qualitative research. (5 x 5 = 25)

**PART D**

Answer **any Two** questions.

25. Trace in detail the changes in consumer behaviour in the Indian context?
26. Explain in detail the steps in Market Research.
27. What is marketing management? Explain its functions.
28. Explain **any five** from the following:
  - a.) Culture and values
  - b.) Marketing Information System
  - c.) Consumer Behaviour
  - d.) Systematic Sampling
  - e.) Reference Group
  - f.) Organisational Behaviour
  - g.) Ordinal Scale
  - h.) Segmentation

(15 x 2 = 30)

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