

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA15 : UNDERSTANDING PSYCHOLOGY AND MARKET RESEARCH
(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer All the Following (1 Mark each)**

1. How many major school of thoughts on how consumer learning happens?
2. What do you mean by Demographic
3. Explain the Scope, Importance and limitations of marketing research
4. What do you mean by marketing information system?
5. What do you mean by interval scale?
6. What is stratified sampling?

(1 x 6 = 6)

Section B**Answer any 7 (2 Marks each)**

7. Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.
8. If you had to expand the LUX market by changing the existing belief and attitudes of the consumers ; What strategies would you adopt?
9. What do you mean by Aspiration groups ? Give an example
10. How do Lifestyles impact consumer behaviour?
11. What are the methods of collecting primary data?
12. Describe the multidisciplinary nature of marketing research.
13. What is discriminant analysis?
14. What are the methods of sampling available and explain any two of them?
15. Explain the contents of research report.
16. Explain the methods of sampling with examples.

(2 x 7 = 14)

Section C**Answer any 5 (5 Marks each)**

17. Briefly explain the new trends which have gained prominence in the Indian market
18. Analyse how the Howard-Sheth model of consumer behaviour explain the consumer decision-making ?
19. Discuss the role of socio-cultural dimensions in consumer behavior.
20. What are cross-culture & sub-culture?
21. Discuss the various methods of random sampling techniques.
22. What is instrumental conditioning?
23. Explain different methods of data collection and the components of data analysis and interpreting.
24. Classify the different probabilistic sampling.

(5 x 5 = 25)

Section D

Answer any 2 (15 Marks each)

25. Analyse the rural consumer behaviour and its features
26. How do culture, sub-culture & cross culture affect consumer behavior?
27. Briefly explain the importance of marketing research in Business
28. Marketing research agencies plays a major role in todays business world though it as its demerits
- give an essay about the statement

(15 x 2 = 30)