

BBA DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U4CRBBA15 : UNDERSTANDING PSYCHOLOGY AND MARKET RESEARCH***(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

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

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. What is decisions tree in consumer beavior?
8. If you had to expand the LUX market by changing the existing belife and attitudes of the consumers ; What strategies would you adopt?
9. What is the role of reference groups in consumer decission making ?
10. What are the sources of secondary data?
11. Write any two advantages of market research in small Business
12. What sampling errors are likely to arise during research study?
13. What is Appendix?
14. What is discriminant analysis?
15. Explain the contents of research report.
16. Explain the application of marketing research in advertisement.

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Discuss the relevance of Engel-Kollat model in study of consumer behavior.
18. Analyse how the Howard-Sheth model of consumer behaviour explain the consumer decision-making ?
19. In what way consumer values,lifestyles and psychographics influence their decision making ?
20. Explain the various types of reference group?
21. What are the different sources of secondary data?
22. Explain the application of marketing research in advertisement.
23. Explain the different types of scalling techniques?
24. Explain the different types of Qualitative research.

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. Analyse the rural consumer behaviour and its features
26. Do you think celebrities are a strong reference group? Discuss
27. Elucidate on the contents of a written research report.
28. Briefly explain the different methods of sampling.

(15 x 2 = 30)