

Reg. No

Name

23U436-S

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023

SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 16U4CRBBA15 : UNDERSTANDING PSYCHOLOGY AND MARKET RESEARCH

(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is consumer behaviour?
2. Sachin Tendulkar advertises for Adidas shoes . What is the reason for choosing sportsmen for endorsing sports brands?
3. What is research objectives?
4. What is Exploratory research ?
5. What do you mean by nominal scale?
6. What is cluster sampling?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. How does the environment impact the marketing decisions?
8. LUX has traditionally influenced the consumers by positioning the brand as "beauty soap of the film stars ".Why do you think HUL adapted this strategy instead of focussing on the product attributes?
9. Discuss the role of socio-cultural dimensions in consumer behavior.
10. Explain different methods of data collection and the components of data analysis and interpreting.
11. What is secondary data? Give an example
12. What are the methods of collecting primary data?
13. What is cluster analysis?
14. What do mean by research methodology?
15. What is quota sampling?
16. What is snowball sampling?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. How does communication affect the consumer behavior?
18. Discuss the post-purchase behavior of a consumer.
19. Explain the benefits of using celebrities in Advertisements
20. Discuss the role of socio-cultural dimensions in consumer behavior.
21. Describe the multidisciplinary nature of marketing research.
22. Explain the Scope, Importance and limitations of marketing research

23. Explain the application of marketing research in advertisement.
24. Classify the different probabilistic sampling.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Discuss the organisational buying behaviour process.
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)