

Roll No.

Y – 959

MBA (General) Final Year EXAMINATION, May/June-2021

DISTANCE MODE

Paper – 601

(MM) CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

Unit-I

1. Describe the concept of consumer behaviour. Why knowledge of consumer behaviour is important for marketers. 14

Unit-II

2. Explain the Engel-Blackwell-Kollat model of consumer behaviour. Use diagram for the same. 14

Unit-III

3. Explain the role of family in decision making process. How many stages does family passes. 14

Unit-IV

4. Describe the concept of market research. Elaborate the process of research with help of diagram. 14

Unit-V

5. Explain the concept of report writing. What are various component of a report. 14