

1. Section A consists of EIGHT short answers questions. The candidate has to answer any FOUR questions. The answer shall not exceed I page each.
2. Section B consists of FOUR questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question. The answer shall not exceed 5 pages each.
3. Section C consists of case which is compulsory.

SECTION—A (4 x 3 = 12 Marks)

Write briefly on any FOUR of the following:

- a) Life - Lyle marketing
- b) Self concept
- c) Group dynamics
- d) Family buying influence
- e) Meaning of marketing research
- f) [Data collection](#)
- g) Factor analysis
- h) Multiple regression analysis

SECTION - B (4 x 12 = 48 Marks)

2. a) Define consumer behaviour and give its nature and scope.
OR
b) Explain the theories of personality.
3. a) Evaluate the influence of culture on consumer behaviour.
OR
b) Discuss Howard - Sheth model of consumer behaviour.
4. a) Elaborate the marketing research process.
OR
b) How do you construct a good questionnaire?
5. a) Describe various probability sampling methods.
OR
b) Write a brief note on discriminant analysis.

SECTION-C (15 Marks)

6. Case Study: Product Testing on the Internet

Procter & Gamble (P&G) is offering a number of different products and / or product versions over the Internet that you can't buy at your local retail store. But a consumer can go to the Procter & Gamble Web site (www.pg.com) and under 'Services and offers' a consumer can click on 'Try and Buy'. Then, for

a number of products, P&G will offer you a free sample, a cents-off coupon, or the ability to purchase the actual product online. If the purchasers of a new item offered on the Web site give it great reviews, then P&G will consider making the product available in retail Stores.

Although P&G only began testing products online in 1998, the company already is doing 40 percent of its 6,000 product tests and related research projects online. One successful new product that was launched as a result of online testing is Crest Whitestrips, a home tooth-bleaching kit. Despite its \$44 retail price, P&G was able to sell 144,000 whitening kits 'online over an eight-month period, thereby providing evidence that the public would not balk at the product's rather steep price. When the product was finally introduced nationally into retail stores, consumers spent almost \$50 million on kits in the first three months.

Question:

What personality traits do you believe many of the consumers who buy and try products found on the Protect & Gamble Web site might share in common ?

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