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**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**Post-Graduate Department of Commerce (M. Com)**  
**M.Com Part-II, Semester-III, Semester End Examination, November 2022**  
**(Business Management)**  
**COO341: Consumer Behavior and Marketing Research (OA - 18A)**

**Duration: 3 Hours**

**Max Marks: 60**

**Instructions:**

1. *This paper consists of NINE questions carrying Equal marks.*
2. *Question No.1 consists of 5 Compulsory questions of 2 marks each.*
3. *Answer any FIVE questions from question 2,3,4,5,6,7,8 and 9.*
4. *Each question carries 10 marks. Figures to the right indicate marks.*

Q.1. Write Short Notes on the following: (10)

- a) Approaches to Targeting a Market
- b) Ethnographic Research
- c) Market Research vs. Marketing Research
- d) Data-based Marketing
- e) Importance Performance Analysis Method (IPA)

Q.2. Consumer Behavior is very essential as it determines the direction for marketing a product or service. It requires Consumers to be grouped together based on specific characteristics. Briefly discuss the Process of Segmentation, Targeting and Positioning in the context of influencing consumer's Behavior. (10)

Q.3. The customer's buying process helps the marketer to align its sales strategy according to the customer's behavior. Discuss with the help of an example, the various steps in Customer's Buying Decision-making Process. (10)

Q.4. A. The Research Method is chosen based on the Objective and need of the problem under study. Explain with examples the various Research Methods that aid in Marketing Research. (6)

B. Sampling serves a very important role in yielding significant research results. Discuss giving examples, the different Probability techniques used in sampling. (4)

Q.5. Marketing Research is a systematic process of problem and opportunity identification which ends with providing useful solutions and suggestions to the management. Illustrate the various steps involved in the process of Marketing Research. (10)

Q.6. Qualitative Research provides useful insights about a Consumer's Behavior towards a product or service, thereby paving a way for successful marketing strategy. Explain the various Techniques used in conducting a Qualitative Research. (10)

Q.7. Survey Research is considered useful and a legitimate approach to Marketing Research with several benefits. Discuss in brief the various methods of Survey research. (10)

Q.8. On the basis of the information given below about the treatment of 200 patients suffering from a disease, state whether treatment A is superior to treatment B. (10)

Treatment	Cured	Not cured	Total
A	60	20	80
B	70	50	120
Total	130	70	200

Q.9. State the assumptions of Factor analysis and differentiate between EFA and CFA with a supporting Diagram. (10)

\*\*\*\*\*Best Wishes\*\*\*\*\*