Duration: 3hrs   **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 **5** 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 Answer the following in 50-80 words each   **(5x2=10)**

i.   Explain any two applications of consumer behaviour

ii.   What is research design

iii.   Telephonic interview

iv.   Explain types of hypothesis

v.   Explain organizational behaviour

Q.2 Companies cannot connect with all customers in large, broad, or diverse markets. They need to identify the market segments they can serve effectively. This decision requires a keen understanding of consumer. Discuss.   **10**

Q.3 The holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies. Elucidate with relevant examples   **10**

Q.4 What decisions are made by marketing managers. How does marketing research help in making these decisions.   **10**

Q.5 Describe one kind of marketing research that would be usefulto each of the following organizations: 10

a. Your campus bookstore

b. The public transportation authority in your city

c. A major department store in your area

d. A restaurant located near your campus

e. A zoo in a major city

Q.6 What is the relationship among exploratory, descriptive, and causal research. 10

Q.7 Explain consumer profiling and elucidate the following 10
   i. EFA
   ii. CFA
   iii. SEM

Q.8 Determine the data you would collect and the analysis, you would conduct to determine the choice criteria of consumers in selecting a tourist destination.

Q.9 What are the major differences between parametric and nonparametric tests? 10

******************* *BEST WISHES* *******************