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Register Number

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.COM- V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November/ December 2023)**

**BCDEM 5423- Consumer Behavior and Marketing Research**

**This paper has TWO printed pages and four parts**

**Time- 2 hrs Max Marks-60**

**Section-A**

I. Answer any **five** of the following**. (5x3=15marks)**

1. Define consumer behavior and state any two importance of consumer behavior in marketing.
2. Explain the difference between behavioral and cognitive learning theories
3. How culture can influence consumer behavior? Provide an example.
4. Who is an opinion leader, and how does it impact consumer behavior?
5. What are some common barriers to market research?
6. How social class can impact consumer behavior? Give an example.

**Section-B**

**II**. Answer any **two** of the following **(2x5=10marks)**

1. Describe the role of family in influencing consumer behavior and provide examples.
2. Explain how can businesses manage post-purchase behavior effectively?
3. Briefly explain the impact of reference groups on consumer behavior.

**Section-C**

III. Answer any **two** of the following.  **(2X10=20marks)**

1. Discuss the characteristics and behaviors of next-generation consumers.
2. Discuss the relationship between consumer personality and its relevance to marketing strategies.
3. Write short notes on

a) Trait theory (5m)

b) Psychoanalytic theory (5m)

 **Section-D**

**IV. Answer the following (1x15=15marks)**

1. Imagine you are a marketing manager for a company that manufactures and sells electronic gadgets. Your company is considering launching a new product line of smart watches targeted at fitness enthusiasts. To make informed decisions, you decide to conduct a comprehensive research study.

a) Explain the types of research methods you can use for your market study.(10m)

b) Briefly explain the methods of primary data collection. (5m)