

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**B 301: CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. Explain the role of attitudes and values in buyer decision making.
2. Under what circumstances do you use multiple regression analysis in marketing research. How is it used?
3. Define Marketing Research. Highlight their nature and scope of Marketing Research. What are its limitations?
4. "Sampling is a tool for Marketing Research". Comment.
5. Discuss the role of family in purchasing process and its decisions.

**Assignment No 2**

Answer All Questions:

5 x 5 = 25

1. What do you mean by Consumer Behaviour? Write its importance in domestic marketing.
2. What are the cultural and sub-cultural factors that affect buyer Behaviour?
3. Explain the major determinants of Consumer Behaviour with the help of a model of Consumer Behaviour with which you are well familiar.
4. Explain the term Questionnaire. Draw a Questionnaire suitable for survey of perishable products like Milk, Fruits, etc.
5. What are the stages involved in buying decision process?