

M.Com. Part II

Sub: Consumer Behavior and Marketing Research.

[New Course From , June-2007]

Objective :

This course helps students develop basic understanding of the concept and theories of consumer and industrial buying behavior and their applications in marketing decision making and to enable student learning the process, tools and techniques of marketing research.

Part-A

Consumer Behavior (50%)

Unit- – I (25%)

(A) Consumer Behavior Theory and Its Application to Marketing Strategy :

Consumer buying process; Extensive limited and routine problems solving behavior.

(B) Internal Determinants of Consumer Behaviour:

Needs, Motivation and Involvements; Information Processing and consumer perception; Learning; Attitude and attitude change; Personality; Psychographs; value and Life-Style.

Unit- – II (25%)

(A) External Determinants of Buying Behaviour:

Family and Household influence; Preference groups and social class; Influence of Culture; sub-Cultural aspects of Consumer Behavior.

(B) Models of Consumer and Industrial Buying Behaviour :

Concept of economic man; Passive Man, cognitive Man, and Emotional man; models of consumer decision making Industrial buying behavior and Models.

Part B

Marketing Research (50%)

Unit- – III (25%)

(A) Introducing to Market Research, applications of market research, Research Plan and Objective,

(B) Research Designs, Questionnaires design, sampling process and selection, sample size decisions.

Unit- – IV (25%)

(A) Data analysis & Interpretation analysis of differences.

(B) Analysis of Experiments presentation of research finding.

Structure of question paper**Total Marks :-100
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1(A) or (A)	1(A)	12	}
1(B) or (B)	1(B)	13	
2(A) or (A)	2(A)	13	}
2(B) or (B)	2(B)	12	
3(A) or (A)	3(A)	13	}
3(B) or (B)	3(B)	12	
4(A) or (A)	4A)	12	}
4(B) or (B)	4B)	13	

References :-

1. David.J.Luck and Rouald .S.Rubin, : Marketing Research : Prentice Hall of India NewDelhi.
 2. Schiffan,Leon G and Laror Kanuk, : Consumer Bheaviour : Prentice Hall of India NewDelhi.
 3. Laudon.D.L. – Consumer Bheaviour : Tata McGraw Hill. NewDelhi.
 4. Bennett P.D. and H.H, Jassarjion : Consumer Bheaviour : Prentice Hall. NewDelhi.
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