



**DOON UNIVERSITY, DEHRADUN**  
**SCHOOL OF MANAGEMENT**  
**MBA-III Semester**  
**Course: MMS – 525-CONSUMER BEHAVIOR**  
**Mid term Examination September 2014**

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*Time Allowed: 2 hours*

*Maximum Marks: 30*

1. A marketing plan should address some issues before actually framing the strategy. What are these issues? 15
2. Explain positivism and interpretivism. 4
3. What teleological and deontological ethics? 4
4. Discuss qualitative research in consumer behavior. 7