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V Semester B.B.A. Degree Examination, February/March - 2024

BUSINESS ADMINISTRATION

Consumer Behaviour and Market Research

(NEP Scheme)

Time : 2½ Hours

Maximum Marks :60



Instructions to Candidates:

Answers should be written completely in English.

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) What do you mean by Consumer Behaviour
- b) What is Reference Group.
- c) Define Perception.
- d) State any two objectives of Research.
- e) What is Advertizing Research .
- f) Give the meaning of Sample size.
- g) What is Data Visualization.

SECTION - B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

2. Discuss the various types of motivation
3. Explain the Importance of marketing Research.
4. What are the characteristics of consumer Behaviour.
5. Explain the various sources of Secondary data.
6. Briefly explain the process of Data analysis.

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SECTION - C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. Explain the factors influencing perception.
8. Briefly explain the probability and Non-probability sampling.
9. Discuss the various types of Research Reports.

SECTION - D

Answer any One of the following questions. Each question carries 6 marks.

(1×6=6)

10. Prepare a Diagram showing anyone model of consumer behaviour.
 11. Design a questionnaire to collect information on consumer satisfaction on a specific product of your choice.
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