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DEBB505

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V Semester B.B.A. (Regular) Degree Examination,

December/January - 2025/26

**BUSINESS ADMINISTRATION**

**Consumer Behaviour and Market Research**

**(NEP Scheme Freshers & Repeaters)**

Time : 2½ Hours

Maximum Marks : 60

*Instructions to Candidates:*

*Answers should be written completely in English Only.*

**SECTION - A**

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

(5×2=10)

1. a) Give the meaning of consumer behaviour.
- b) What do you mean by consumer decision making?
- c) Define 'Attitude'.
- d) Give the meaning of 'Memory'.
- e) Define marketing research report.
- f) What is meant by survey?
- g) Give the meaning of data table.



**SECTION - B**

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

(4×5=20)

2. Write any five objectives of studying consumer behaviour.
3. What is learning? Explain its features.
4. What are the limitations of marketing research?

[P.T.O.]





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5. Distinguish between questionnaire and schedule.
6. State the importance of editing and tabulation of data.

**SECTION - C**

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

**(2×12=24)**

7. Discuss in detail howard sheth model of consumer behaviour.
8. Explain the research process in detail.
9. Explain the principles of report writing.

**SECTION - D**

**Answer any One question from the following the question carries 6 marks.(1×6=6)**

10. Prepare a chart showing 'diffusion of Innovation'.
  11. Prepare a market survey report with imaginary information.
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