DEBB505

Reg. No. ☐☐☐☐☐☐☐☐

V Semester B.B.A. Degree Examination, January/February - 2025

BUSINESS ADMINISTRATION

Consumer Behaviour And Market Research

(NEP Scheme F&R)

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates :

Answer should be written Completely in English.

SECTION - A

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

(5×2=10)

1. a) Define Consumer Behaviour.

   b) What do you mean by perception?

   c) Give the meaning of sample size.

   d) What is Exploratory research?

   e) State the 4 data analysis techniques.

   f) Give the meaning of cross culture.

   g) What do you mean by primary data?

SECTION - B

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

(4×5=20)

2. Explain the importance of marketing research.

3. Briefly explain the process of data analysis.

4. Explain the consumer decision making process.

5. Explain the characteristics of a Good report.

6. Briefly explain the importance of motivation.

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SECTION - C

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

(2×12=24)

7. Explain the various types of Research methods?

8. What is Market Research? Explain the various steps involved in market research process?

9. Explain the both Internal and External factors which affects consumer Behaviour?

SECTION - D

Answer any One of the following question. This question carries Six marks.

(1×6=6)

10. Prepare a market survey report with imaginary information?

11. Design a questionnaire to collect information on consumer satisfaction on a specific product of your choice.

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