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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.]



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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