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DEBB505

Reg. No. 018EUM0003

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.

**[P.T.O.]**





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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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