B.M.S COLLEGE FOR WOMEN
BENGALURU – 560004

V SEMESTER END EXAMINATION – JAN/FEB - 2024

B.B.A. -CONSUMER BEHAVIOUR AND MARKET RESEARCH
(NEP Scheme 2021-22 Onwards)

Course Code: BBA5DSEMK01   **QP Code: 5507**
Duration: 2 ½ Hours   **Max. Marks: 60**

SECTION-A

1. Answer any FIVE of the following questions. Each question carries TWO Marks.   (5X2=10)

    a. Give the meaning of report.
    b. What is sampling?
    c. Give the meaning of schedules.
    d. What is descriptive research?
    e. Define consumer behaviour.
    f. What is primary data?
    g. Name two types of charts that can be created in excel for data visualization.

SECTION- B

Answer any FOUR of the following question. Each question carries FIVE Marks.   (4X5=20)

    2. What are the factors affecting attitude formation?
    3. Identify & brief the nature of marketing research.
    4. Identify the differences between questionnaire & schedules.
    5. Explain the difference between exploratory and descriptive market research.
    6. Examine Nicosia Model of consumer behavior.

SECTION- C

Answer any TWO of the following question. Each question carries TWELVE Marks.   (2X12=24)

    7. Analyze consumer decision making process.
    8. Explain market research process.
    9. Evaluate in detail the layout of reports.

SECTION-D

Answer any ONE of the following questions, carries SIX Marks.   (1X6=6)

    10. Prepare a diagram showing any one model of consumer behavior.

11. Prepare a market survey report with imaginary information.

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