



AIMS LIBRARY

CS – 387

V Semester B.B.A. Examination, March 2023  
(CBCS – 2022 – 23 Onwards) (Fresh)

MK&HR1 : 5.5 – CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answers should be written in **English** only.

SECTION – A

Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

1. a) What is field study ?  
b) What is sample ?  
c) What is consumer behaviour ?  
d) Give the meaning of primary data.  
e) What is market research ?  
f) What is consumer dispute ?  
g) What is online shopping ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **five** marks. (3×5=15)

2. Explain the features of online shopping.
3. State the reasons for consumer complaint.
4. Explain any 5 types of research.
5. Write the features of Consumer Protection Act, 1986.
6. Differentiate between primary data and secondary data.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **twelve** marks.

(3×12=36)

7. What is research design ? Explain the elements of research design.
8. What is secondary data ? Explain the different types of secondary data.
9. Define market segmentation. Explain the different types of market segmentation.
10. Briefly explain the factors affecting consumer behaviour.
11. What is consumer dissatisfaction ? Explain various sources of consumer dissatisfaction.

SECTION – D

Answer the following question. It carries **nine** marks.

(1×9=9)

12. Collect information on behaviour of consumers at unorganised retail outlets.

OR

Collect and record feedback on customer satisfaction for online shopping.

---