

<b>Name of the Faculty Member:</b>	<b>Dr. Mani Shreshtha</b>
<b>Name of the Activity:</b>	<b>Consumer Survey</b>
<b>Name of Course/ Paper:</b>	<b>Marketing</b>
<b>Semester:</b>	<b>II</b>

**Objective of the Activity:** To understand consumer preferences, buying behavior, and brand loyalty across different demographics.

**Number of Participants:** 35 students, individually or in pairs.

**Learning Outcomes:**

- Mastering primary data collection and consumer insights
- Applying statistical tools to interpret consumer behavior
- Developing structured questionnaires
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**Feedback Process for Learners:**

Students submit survey findings as reports. Faculty gives written and oral feedback on research design, clarity, and data analysis.