

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)

CLASS: BTECH/BARCH  
BRANCH: BT/CHEMICAL/CS/IT/EEE/ECE/ME/PIE/ARCH

SEMESTER : VII  
SESSION : MO/2022

SUBJECT: HM324 CONSUMER BEHAVIOUR

TIME: 3:00 Hours

FULL MARKS: 50

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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	BT	CO	
Q.1(a) Define Consumer Behaviour.	I	I	[2]
Q.1(b) Distinguish between Cognition and Affect	II	I	[3]
Q.1(c) Explain the following Marketing Concepts: (a) Production Concept (b) Selling Concept	II	I	[5]
Q.2(a) Define Market Segmentation	I	II	[2]
Q.2(b) What difference exist between targeting and positioning.	II	II	[3]
Q.2(c) Explain the following segmentation: (a) Single Segmentation (b) Differentiated Segmentation	II	II	[5]
Q.3(a) Define Post Purchase Cognitive Dissonance.	I	III	[2]
Q.3(b) Differentiate between Programmed and Non-Programmed decision making.	IV	III	[3]
Q.3(c) Explain the five stages involved in Consumer Decision Making Process.	II	III	[5]
Q.4(a) What is the main idea of "Interaction model of communication"?	I	IV	[2]
Q.4(b) Discuss the objective of Marketing Communication.	I	IV	[3]
Q.4(c) Write short notes on: (a) Media (b) Involvement Theory	I	IV	[5]
Q.5(a) Explain the term "Buzz Marketing".	I	V	[2]
Q.5(b) Differentiate between organic and amplified word of mouth.	IV	V	[3]
Q.5(c) Explain why opinion seeker request for information.	II	V	[5]

:::::25/11/2022:::::M