

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BTECH
BRANCH: ALL**

**SEMESTER : VII
SESSION : MO/2023**

SUBJECT: HM324 CONSUMER BEHAVIOUR

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Explain the concept of consumer behaviour.	[2] 1	2
Q.1(b)	Differentiate between selling and marketing concept.	[3] 1	4
Q.2(a)	Discuss in brief production concept of marketing.	[2] 1	2
Q.2(b)	Explain customer, client and consumer from marketing context.	[3] 1	2
Q.3(a)	Explain the concept of market segmentation.	[2] 2	2
Q.3(b)	Discuss two issues a marketer needs to address for evaluation and selection of target market.	[3] 2	2
Q.4(a)	Examine the need of market segmentation.	[2] 2	4
Q.4(b)	Interpret the idea of aggregate marketing.	[3] 2	3
Q.5(a)	Differentiate between programmed and non-programmed decision making.	[2] 3	4
Q.5(b)	Explain routinized problem-solving level of decision making.	[3] 3	2

:::27/09/2023 M:::