

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

**CLASS: BBA**  
**BRANCH: BBA**

**SEMESTER : V**  
**SESSION : MO/2023**

**SUBJECT: MT320 CONSUMER BEHAVIOUR**

**TIME: 3 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.
- 

		CO	BL
Q.1(a)	Discuss the importance of studying consumer behaviour	[5] 1	1
Q.1(b)	"COVID 19 embarked changes in the consumer buying behaviour". Explain this statement with instances in context to purchase.	[5] 1	2
Q.2(a)	Discuss the consumer research process?	[5] 2	1
Q.2(b)	"Perception gets influenced by several factors." Quote 5 factors with illustrations?	[5] 2	3
Q.3(a)	"Consumer dissonance happens every time". Justify this quote with explanation of the theory?	[5] 2	3
Q.3(b)	Discuss the influence of social media on consumer purchase behaviour?	[5] 2	2
Q.4(a)	Explain the concept of personality and explain the traits of teens personality which affects the family purchase behaviour?	[5] 3	2
Q.4(b)	Discuss the theory of Freud and the concept ego stated by the theorist.	[5] 3	2
Q.5(a)	Discuss the factors in context to socio-cultural influence on consumer buying behaviour.	[5] 4	3
Q.5(b)	Explain the two consumer behaviour models: 1. Howard Sheth el and 2. Nicosia Model	[5] 5	2

**:::::01/12/2023 M:::::**