

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(MID SEMESTER EXAMINATION MO/2024)**

**CLASS: BTECH**  
**BRANCH: EEE/BT**

**SEMESTER: VII**  
**SESSION : MO/2024**

**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) | Define Consumer behavior.                           | [2] 1 | 1  |
| Q.1(b) | Explain the characteristics of consumer behavior.   | [3] 1 | 2  |
| Q.2(a) | Explain the production marketing concept.           | [2] 1 | 2  |
| Q.2(b) | Discuss the concept of societal marketing.          | [3] 1 | 2  |
| Q.3(a) | Explain market segmentation.                        | [2] 2 | 2  |
| Q.3(b) | Discuss the nature of aggregate marketing.          | [3] 2 | 2  |
| Q.4(a) | Define target marketing.                            | [2] 2 | 1  |
| Q.4(b) | Differentiate between consumer and business market. | [3] 2 | 3  |
| Q.5(a) | Define the term 'decision making'.                  | [2] 3 | 1  |
| Q.5(b) | Explain the nature of programmed decision making.   | [3] 3 | 2  |

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