

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

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : V
SESSION : MO/2024**

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)	What do you mean by consumer behaviour? Explain the determinants or factors that influence consumer behaviour?	[5]	1 1
Q.1(b)	What is decision making? State the assumptions of consumer decision. Explain the stages of consumer decision process?	[5]	1 2
Q.2(a)	Explain the consumer research process. Explain the scope of consumer research.	[5]	2 1
Q.2(b)	What is social class? Discuss the relationship between social class and consumer behaviour.	[5]	2 3
Q.3(a)	Discuss the components and sources of attitude of a consumer towards a product.	[5]	3 2
Q.3(b)	Explain with case how attitude affects consumer behaviour.	[5]	3 2
Q.4(a)	Analyse the role of family in consumer decision making.	[5]	4 2
Q.4(b)	Discuss various stages of family life cycle and its buying behaviour.	[5]	4 2
Q.5(a)	Explain the Howard Seth model and its components,	[5]	5 2
Q.5(b)	Discuss the impact of E-commerce on consumer behaviour with special reference to millennial.	[5]	5 3

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