

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

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER: V
SESSION : MO/2024

SUBJECT: MT320 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 the term behavior.	[2]	1	1
Q.1(b)	Discuss the importance of studying consumer behaviour in marketing decisions.	[3]	1	2
Q.2(a)	Define motivation	[2]	1	1
Q.2(b)	How is perception measured in consumers? Explain any one method in detail.	[3]	1	3
Q.3(a)	Define the term Dissonance	[2]	2	1
Q.3(b)	By using a theory, explain how attitude helps in building behaviour and behaviour leads to attitude.	[3]	2	3
Q.4(a)	Explain the concept of low involvement attitude.	[2]	2	1
Q.4(b)	Explain how online market influenced the consumer attitude.	[3]	2	3
Q.5(a)	Define Personality	[2]	3	1
Q.5(b)	Discuss the concept of personality. Explain with the THEOR Y OF FREUD.	[3]	3	2

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