

**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

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

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