

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

CLASS: MBA
BRANCH: Management

SEMESTER : III
SESSION : MO/2024

SUBJECT: MT513R1 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.

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Q.1(a)	Share with us in clear points the changes you have observed in the Indian societies demographics and their impact on the buying behavior.	[5]	1
Q.1(b)	Discuss in detail the concept of Motivation and its significance to the marketer. Also explain any two motivational conflicts?	[5]	1
Q.2(a)	Elaborate on the big 5 model of consumer personality traits. Also explain how this Big five model is used in marketing. Give suitable examples to support your answer. Which among the five models do you think describes your individual personality the most and why.	[5]	2
Q.2(b)	Discuss in detail the concept of Attitude and how attitudes are formed. Also explain the Cognitive dissonance theory	[5]	2
Q.3(a)	Discuss the different stages of a household in its life cycle and how does a marketer target these different stages by strategically placing products/services for them. Support your answer with suitable examples.	[5]	3
Q.3(b)	Why is the marketer keen to understand the variation in Cultural Values? Support your answer with suitable examples. Also explain other oriented values.	[5]	1
Q.4(a)	What do you mean by diffusion of innovation? Explain the process of diffusion and adoption.	[5]	4
Q.4(b)	Elaborate on the consumer decision making process. Also explain Howard Sheth model of consumer decision making.	[5]	1
Q.5(a)	Explain the concept of Consumerism. Write in detail the pros and cons of Consumerism for the economy, environment and the society at large.	[5]	2
Q.5(b)	What according to you are the significant difference in buyer's engagement and buying process when it comes to online vs offline buying.	[5]	1

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