

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

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : V
SESSION : MO/2025**

SUBJECT: MN423 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)	Define consumer behaviour. What is the scope of consumer behaviour? What is perceptual selection? Give an example.	[5]	1	1,2
Q.1(b)	Discuss the concept of consumer motivation and explain the role of motivational research in understanding consumer behaviour.	[5]	1	3
Q.2(a)	Define opinion leaders and their role in influencing consumers. Describe how social media influences consumer purchase behaviour.	[5]	2	1,2
Q.2(b)	Discuss the Cognitive Dissonance Theory and Attribution Theory with suitable marketing examples.	[5]	2	3
Q.3(a)	Define personality in the context of consumer behaviour. Differentiate between Freudian, Non-Freudian, and trait theories of personality.	[5]	3	1,2
Q.3(b)	Discuss the relationship between personality and consumer behaviour with examples.	[5]	3	3
Q.4(a)	What is meant by the family life cycle? How does culture influence consumer behaviour?	[5]	4	1,2
Q.4(b)	As a marketing strategist for an e-commerce platform, analyze how cultural diversity and sub-cultural values influence online consumer buying behavior in emerging markets.	[5]	4	4,5
Q.5(a)	Discuss the Nicosia Model of consumer decision-making and its relevance in modern marketing.	[5]	5	1,2
Q.5(b)	A consumer protection agency notices that customers are misled by false advertising claims. As a policymaker, suggest measures to strengthen consumer rights and awareness programs using real-world examples.	[5]	5	4,5

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