

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

CLASS: BBA
BRANCH: BBA

SEMESTER : V
SESSION : MO/2025

SUBJECT: MN423 CONSUMER BEHAVIOUR

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and a 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 consumer behaviour and explain its scope .	[2] 1	1
Q.1(b)	Explain the consumer research process with an example from any industry.	[3] 1	3
Q.2(a)	What is consumer motivation ? Give any two examples.	[2] 1	1
Q.2(b)	Explain how perceptual selection helps in product positioning with a real-world example.	[3] 1	3
Q.3(a)	What is meant by attitude formation ?	[2] 2	1
Q.3(b)	Discuss the role of opinion leaders in influencing consumer purchase behaviour.	[3] 2	3
Q.4(a)	State two ways in which social media affects consumer decision-making.	[2] 2	2
Q.4(b)	A company launches a new mobile app but receives mixed reviews. Using Cognitive Dissonance Theory , explain how marketers can reduce consumer discomfort.	[3] 2	3
Q.5(a)	Differentiate between Freudian and Trait theories of personality.	[2] 3	2
Q.5(b)	A coffee brand wants to build strong loyalty among college students. Explain how consumer learning can be applied in its marketing strategy.	[3] 3	3

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