

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

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER: III
SESSION: MO/2025**

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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		CO	BL
Q.1(a)	Discuss how consumer motivation changes over time with changing needs and goals.	[5] 1	2
Q.1(b)	Describe how demographic factors such as age, income, and education influence consumer buying behaviour in India.	[5] 1	2
Q.2(a)	Explain the meaning of personality traits in the context of consumer behaviour.	[5] 4	2
Q.2(b)	Differentiate between positive reinforcement, negative reinforcement, and punishment in shaping consumer brand preferences in the context of operant conditioning theory.	[5] 3	4
Q.3(a)	Analyze how consumer product preferences change across different stages of the Family Life Cycle.	[5] 2	4
Q.3(b)	Describe the determinants of family purchase roles.	[5] 2	2
Q.4(a)	Discuss Nicosia model of consumer decision making.	[5] 4	2
Q.4(b)	Discuss the factors that increase search in the context of consumer decision making.	[5] 4	2
Q.5(a)	What is online consumer behaviour? Compare online and offline buying.	[5] 5	4
Q.5(b)	Plan the ways to enhance the buyer seller relationship through social media.	[5] 5	3

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