

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

**CLASS:MBA
BRANCH:MBA**

**SEMESTER : IV
SESSION : SP/22**

SUBJECT:MT513 Consumer Behaviour

TIME:2 hrs

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 behavior. Discuss consumer research process in brief. (CO1, CO4)	[5]
Q.1(b)	What is motivational conflict? Explain various types of motivational conflict. (CO1)	[5]
Q.2(a)	Briefly enumerate barriers to effective communication with suitable examples. (CO2)	[5]
Q.2(b)	You are supposed to purchase a bike in coming months. Please select a brand based on your personality and justify your selection in accordance to your personality traits.(CO2, CO4)	[5]
Q.3(a)	Discuss the role played by family in buying decision process. (CO3)	[5]
Q.3(b)	Define culture. Explain levels of cultural norms and its significance in consumer buying behavior. (CO3)	[5]
Q.4(a)	Detail Howard and Seth model of consumer decision making process with suitable diagram.(CO4)	[5]
Q.4(b)	Define diffusion of innovations. Explain product features that affect adoption.(CO4)	[5]
Q.5(a)	What do you understand by consumerism? Explain its relevance to marketers.(CO5)	[5]
Q.5(b)	Discuss internet value chain with relevant examples.(CO5)	[5]

:05/05/2022: