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

CLASS: MBA/PRE-PHD   SEMESTER : IV
BRANCH: MANAGEMENT   SESSION : SP/2023

SUBJECT: MT513 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.

			CO	BL
Q.1(a)	Explain consumer research process with suitable diagram	[5]	1	2
Q.1(b)	Analyze the relevance of various motivational conflicts for marketers.	[5]	1	4
Q.2(a)	Analyze the role of elaboration likelihood model of persuasion (ELM) in persuasive communication.	[5]	2	4
Q.2(b)	Critique the role of reference groups on consumer behavior.	[5]	2	5
Q.3(a)	Different stages of a family life cycle require different marketing approach. Support the statement with suitable explanation.	[5]	3	5
Q.3(b)	Explore different ways of learning culture.	[5]	3	4
Q.4	Explain in brief Howard Sheth Model of consumer decision making. Justify the application of Howard Sheth Model in understanding consumer behavior.	[10]	4	5
Q.5(a)	What is consumerism? Discuss its relevance in consumer behavior.	[5]	5	2
Q.5(b)	Differentiate between offline and online buying.	[5]	5	4

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