

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

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : VI
SESSION : SP/2024**

SUBJECT: MT320 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)	Write a note on: Nature of Consumer Behaviour.	[5] 1	2
Q.1(b)	Illustrate the relationship between perceptual mapping and positioning dimensions highlighting the various automobile companies in India.	[5] 1	4
Q.2(a)	Discuss with appropriate examples how social media influences consumer purchase behavior.	[5] 2	3
Q.2(b)	Write a note on: Characteristics of attitude.	[5] 2	2
Q.3(a)	Describe how classical conditioning theory and instrument conditioning theory explain consumer learning behavior.	[5] 3	4
Q.3(b)	Write a note on: Freud's theory of personality.	[5] 3	2
Q.4(a)	Outline the cultural aspects of emerging markets.	[5] 4	3
Q.4(b)	"The consumer buying pattern changes in each stage of the family life cycle." Justify this statement with suitable examples.	[5] 4	5
Q.5(a)	Describe the Nicosia Model of consumer decision making	[5] 5	2
Q.5(b)	Discuss the different consumer rights in India and also highlight their significance.	[5] 5	4

:26/04/2024:M