

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BBA
BRANCH: BBA

SEMESTER : VI
SESSION : SP/2024

SUBJECT: MT320 CONSUMER BEHAVIOUR

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and 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)	Write a note on: Perceptual Selection.	[2]	1 2
Q.1(b)	Explain with suitable examples how marketers can use Maslow's Hierarchy of Needs Theory for segmenting and positioning their products.	[3]	1 4
Q.2(a)	Summarize the Cognitive Dissonance Theory.	[2]	2 2
Q.2(b)	Discuss the role of opinion leaders in shaping consumer behavior.	[3]	2 3
Q.3(a)	Write a note on: Nature of Personality.	[2]	3 2
Q.3(b)	Discuss briefly the psychoanalytic approach to personality by Sigmund Freud.	[3]	3 2
Q.4(a)	Write a note on: Characteristics of attitude.	[2]	2 2
Q.4(b)	"Social media and internet technologies have dramatically affected consumer behavior." Justify the statement.	[3]	2 5
Q.5(a)	What do you understand by positioning statements? Cite suitable examples.	[2]	1 2
Q.5(b)	Discuss briefly the steps of product positioning for touch screen laptops in the Indian market.	[3]	1 4

:::23/02/2024 M:::