

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

**CLASS: MBA  
BRANCH: MGMT**

**SEMESTER : IV  
SESSION : SP/2024**

**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 the concept of Consumer Behaviour as a discipline helps to develop marketing strategies	[5]	1	1
Q.1(b)	Describe the relationship between consumer research, market segmentation and targeting to develop a marketing mix of AI (Artificial Intelligence) assisted Laptop	[5]	1	1,3
Q.2(a)	How can the principle of Classical Conditioning theory be applied to the development of marketing strategies	[5]	2	3
Q.2(b)	Explain the various sources which influence the attitude formation.	[5]	2	1
Q.3(a)	Explain with an example the eight roles in the family decision - making process.	[5]	3	2,3
Q.3(b)	“ Cross Cultural consumer analysis” is necessary to entre foreign market”, Discuss with an example.	[5]	3	3
Q.4(a)	Discuss with an example the involvement of “Nicosia Model” in consumer decision making process.	[5]	4	3
Q.4(b)	Explain the process of “Diffusion” in Consumer Behaviour	[5]	4	2
Q.5(a)	Discuss the initiatives taken by Government of India to protect the interest of the consumer	[5]	5	2
Q.5(b)	Discuss the various stages involved in Online Purchasing of a product.	[5]	5	2

**:::::25/04/2024 E:::::**