

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATIONS/2025)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : VIth
SESSION : SP/2025

SUBJECT: MT320 CONSUMER BEHAVIOR

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

		CO	BL
Q.1(a)	Why consumer research is important in the study of consumer behavior ?	[2]	1 2
Q.1(b)	Illustrate all the steps in consumer research process.	[3]	1 2
Q.2	Explain the model of consumer behavior through diagrammatic illustration. Explain in detail all the components in diagram.	[5]	1 2
Q.3	What are the key ways in which social media impacts consumer purchase decisions? Identify and explain at least five such key areas.	[5]	2 2
	Write short notes on		
Q.4(a)	Cognitive dissonance theory	[2]	2 2
Q.4(b)	Concept of opinion leader	[3]	2 2
Q.5(a)	What is personality? Identify the factors that influence personality.	[2]	3 2
Q.5(b)	Explain the Big Five Personality Traits.	[3]	3 2

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