

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : 6<sup>th</sup>  
SESSION : SP/2025**

**SUBJECT: MT320 CONSUMER BEHAVIOR**

**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)	Why consumer research is important in the study of consumer behavior?	[5] 1	2
Q.1(b)	Illustrate all the steps in consumer research process.	[5] 1	2
Q.2(a)	Explain cognitive dissonance theory in detail.	[5] 2	2
Q.2(b)	What are the key ways in which social media impacts consumer purchase decisions?	[5] 2	2
Q.3(a)	What is personality? Identify the factors that influence personality.	[5] 3	2
Q.3(b)	Explain the Big Five Personality Traits.	[5] 3	2
Q.4(a)	What is Family Life Cycle in consumer behavior? What are its various stages?	[5] 4	2
Q.4(b)	Identify the patterns of emerging market which might be significant for marketers.	[5] 4	3
Q.5(a)	Explain in brief Howard Sheth model of consumer buying behavior?	[5] 5	2
Q.5(b)	Discuss the significance of terms Consumer Protection and, Consumer right in the context of consumer behavior.	[5] 5	2

:26/04/2025:M