

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

**CLASS: MBA  
BRANCH: MANAGEMENT**

**SEMESTER : IV  
SESSION : SP/2025**

**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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Q.1	Imagine you are planning to buy a new smartphone. You have narrowed your options to two models: Option A: A smartphone with excellent camera quality and long-lasting battery life. Option B: A smartphone with superior processing power and sleek design. You can only choose one. What factors would influence your decision, and how would you resolve this conflict between two attractive options?	[10] 1	6
Q.2	You are an avid gamer looking to upgrade your gaming headset. A lesser-known gaming YouTuber you follow highly recommends a specific model, even demonstrating its superior sound quality. How does the micro-influencer's recommendation compare to professional reviews or popular brands in shaping your decision?	[10] 2	6
Q.3(a)	What are the various tactics used by children in influencing consumer behaviour? Discuss.	[5] 3	2
Q.3(b)	Define culture. How does culture affect buying behaviour? Explain with suitable examples.	[5] 3	2
Q.4	You visit a store to buy groceries and end up purchasing an expensive chocolate box on impulse because it was displayed attractively near the checkout counter. What factors contributed to your impulse purchase, and how do they differ from the factors influencing planned purchases?	[10] 4	5
Q.5(a)	Differentiate between online and offline buying	[5] 5	4
Q.5(b)	Briefly explain internet value chain	[5] 5	3

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