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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 4th Sem. MBA
Batch : 2024-26
Subject : Consumer Behaviour
Subject Code : MBPC4001

Date : 09.02.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a. What do you understand by limited problem solving? [CO1]
 - b. Who are innovators in diffusion of innovation? [CO1]
 - c. What is stimulus discrimination? [CO1]
 - d Write the concept of stimulus generalisation? [CO1]
 - e. Differentiate between a customer and a consumer. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Describe operant (instrumental) conditioning and types of reinforcement. [CO1]
 - b. Explain the Black Box (Stimulus–Response) Model of consumer behaviour. [CO1]
 - c. Explain psychographic segmentation using VALS framework. [CO1]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. Describe classical conditioning. Write strategic application of classical conditioning with suitable marketing illustrations. [CO1]
 - b. Discuss the structure of personality (Id, Ego, Superego) and analyse how this theory helps marketers understand consumer motives and buying behaviour, using appropriate examples. [CO2]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 4th Sem. MBA

Batch : 2024-26

Subject : Product & Branding Management

Subject Code : MBPC4002

Date : 10.02.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Define points of parity and points of difference. [CO1]
 - b) Which one can be a new product? [CO1]
 - c) Explain the meaning of product management. [CO1]
 - d) What is a prototype in the new product development process? [CO4]
 - e) Distinguish between FMCG and FMCD products with examples. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain the concept of Product Life Cycle with relevant examples. [CO4]
 - b) “Packaging is very important from the view of a company”. Justify the statement. – [CO1]
 - c) Sundar Pichai began his career at Google as a Product Manager and later became its CEO. Explain the key skills he demonstrated as a Product Manager that contributed to his rise and justify why a Product Manager is often described as a “mini-CEO”. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Discuss the concept of product mix. Explain its elements – length, depth, width and consistency – with appropriate examples. [CO1]
 - b) Go through the caselet given below and answer the questions that follow:

GreenBite Foods Pvt. Ltd., an Indian FMCG company engaged in the manufacture of organic breakfast cereals, intends to introduce a new product in the form of a millet-based protein snack bar called “MilletUp”. The proposal for the new product emerged after management discussions on changing consumer preferences towards healthy and convenient food products.

As part of the development process, the company first evaluated the feasibility of the idea by conducting consumer research to understand taste preferences, acceptable price levels, and packaging expectations. Based on favourable responses, the company proceeded to develop a product prototype and introduced it through a limited market launch in selected cities. During this limited launch, GreenBite faced several issues such as inconsistency in product quality, limited shelf life, and high production cost, which raised concerns regarding the commercial viability of the product before a nationwide introduction.

Question: With reference to the above case, explain the various stages of the New Product Development process. [CO4]

All the Best