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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 : 08.04.2026
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. What do you mean by post purchase dissonance? [CO4]
 - b. What is need for cognition in cognitive personality factors? [CO3]
 - d. What do you mean by culture? [CO3]
 - f. Who are called as visualizers? [CO3]
 - g. Who are opinion leaders? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Explain, how the unit of study as 'adoption process' is helpful to study the 'diffusion of innovation' relating to the consumers of FMCG products in India? [CO3]
 - b. What is Reference Group? Elaborate the significance of reference group in determining consumer behaviour [CO2]
 - c. Elaborate on, how significant is the influence of Subculture in Consumer behavior in modern society. [CO3]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. Discuss the Engel, Blackwell, and Miniard model of consumer behaviour. [CO4]
 - b. Explain the different stages of family life cycle. What are the key family consumption roles? [CO3]

All the Best

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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 : 07.04.2026

Class Test : II

Duration : 1 Hr.

Full Marks : 30

Section-A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) Define brand loyalty. [CO2]
 - b) What is meant by brand positioning? [CO2]
 - c) Explain the meaning of brand rejuvenation. [CO4]
 - d) What is co-branding? Give examples to support your answer. [CO2]
 - e) What do you understand by brand equity? [CO4]

Section-B

2. **Answer any two questions out of following.** [2 x 6= 12]
- a) Explain the stages involved in the brand building process. [CO3]
 - b) Elaborate the concept of 'Brand Identity Prism'. Discuss its relevance and use in the modern context. [CO2]
 - c) Define brand architecture. How can brands build strong brand architecture? [CO3]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) Identify the different types of brand elements. List the general criteria for choosing brand elements. [CO2]
 - b) Explain the 'Customer Based Brand Equity pyramid' and discuss different hierarchical steps and movement of brands therein. [CO4]

All the Best