
 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 1
Course	MBA	Consumer Behaviour
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Define Consumer Behaviour. Explain the characteristics of Consumer Behaviour.
- B. Explain the Concept, Scope, Characteristics and Nature of Attitude.
- C. Explain the Meaning and Concept of Perception.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Consumer Psychology
- B. Cognitive Learning Theory
- C. Motivation Process
- D. What do you mean by a sub-culture?
- E. Howard-Sheth Model

 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 2
Course	MBA	Consumer Behaviour
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What are the personality traits under The Myers-Briggs Type Indicator (MBTI)?
- B. Write note on Behavioural Learning Theories and their Marketing Applications.
- C. Define Motivation. Explain the Meaning and importance of Motivation.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Concept of Personality
- B. Dynamics of Perception
- C. Selective Exposure
- D. Cross cultural marketing.
- E. Target Marketing