



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course

MBA

Semester

3

Total Marks:

15

Consumer Behaviour

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

- A.** Explain the Applications of Personality concepts in Marketing
- B.** Define Consumer Behaviour. Explain the characteristics of Consumer Behaviour.
- C.** Discuss the various Elements of Perception

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

- A.** Family Decision Making
- B.** Dynamics of Perception
- C.** Consumerism
- D.** Perceived Risk
- E.** Determinants of Personality



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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.** Discuss the Elements of Consumer Learning.
- B.** What are the Big Five personality traits?
- C.** State the factors affecting perception.

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

- A.** Cognitive Learning Theory
- B.** Applications of Consumer Behaviour
- C.** Adopters
- D.** Models of attitudes
- E.** Involvement Theory