



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

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>Consumer Behaviour</b>
<b>Year</b>	<b>2</b>	
<b>Total Marks:</b>	<b>100</b>	

**Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)**

- A.** Discuss the various Elements of Perception
  
  
  
  
  
  
  
- B.** Explain the Meaning and Concept Product Personality
  
  
  
  
  
  
  
- C.** What are the Components of Attitude?
  
  
  
  
  
  
  
- D.** Explain the various types of groups giving examples.
  
  
  
  
  
  
  
- E.** State the advantages and disadvantages of Digital Marketing



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>Consumer Behaviour</b>
<b>Year</b>	<b>2</b>	
<b>Total Marks:</b>	<b>100</b>	

**Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)**

- A.** State the characteristics of an online buyer.
  
  
  
  
  
  
  
- B.** What are the Basics Concepts of Motivation?
  
  
  
  
  
  
  
- C.** What do you mean by a family? Explain its functions in marketing.
  
  
  
  
  
  
  
- D.** Define culture and explain its characteristics.
  
  
  
  
  
  
  
- E.** Write a note on Dynamics of Perception