

**NRI INSTITUTE OF INFORMATION SCIENCE & TECHNOLOGY – MBA
BHOPAL (M.P.)**

**Class: - MBA
Semester/Year: - III
Assignment Feb- March 21
Subject: - Consumer Behavior
Paper Code :- FSM 1**

Note: - Attempt all questions compulsory

- Q.1} Define the term Consumer behavior? Explain Consumer's involvement in decision making.
- Q.2} Explain the term consumer motivation. Also discuss the concept of Absolute Threshold limit.
- Q.3} What do you think about influence of personality? Explain self concept of buying behavior.
- Q.4} Write short note on characteristics of culture and their influence on consumer behavior?
- Q.5} Describe any two models of consumer behavior.