

[illegible]

SECTION-B

Unit-I

Q2. Write a note on internal source affecting consumer behavior.

Q3. What is the scope and importance of consumer behavior? Elaborate.

Unit-II

Q4. Explain the concept of consumer motivation and the theory.

Q5. Write a detailed note on personality- its characteristics and theories.

Unit-III

Q6. Give a detailed account on consumer satisfaction.

Q7. Write a note on lifestyle and psychographic segmentation.