

**Scheme Of Evaluation
Internal Assessment Test 1 – September 2019**

Sub: Consumer Behavior

Code: 18MBAMM301

Date: 12-10-2019 Duration: 90mins Max Marks: 50 **Sem:** III

Branch: MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)

Part B - Compulsory (10*1=10 marks)

Part	Question #	Description	Marks Distribution		Max Marks	
A	1	a)	Meaning of motivation	3M	3 M	20 M
		b)	Meaning of motive and brief on (a) Utilitarian Vs Hedonic motives, (b) Positive Vs Negative motives and (c) Conscious motives Vs Unconscious motives	1M 2M 2M 2M	7 M	
		c)	Diagram Explanation	3M 7M	10 M	
	2	a)	Definition of personality	3M	3 M	20 M
		b)	Explanation on Classical Conditioning theory	7M	7 M	
		c)	Various personality traits related to innovativeness	10M	10 M	
	3	a)	4 dimensions of individual's personality according to Jung's theory	3M	3 M	20 M
		b)	Explanation on Freudian Theory	7M	7 M	
		c)	Explanation on the two Cognitive Learning theories	5 M each	10 M	
B	4	a)	Illustration of ad copy	5 M each	5 M	10 M
		b)	Justification of elements of ad copy in driving 'id'	5 M	5 M	