**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**BBA VIth Semester Examination**

**Subject: Consumer Behavior**

***Note*** *:* Attempt any All Question

1. Explain Market analysis.
2. Briefly discuss characteristics of Indian consumer.
3. What do you understand by ‘culture’.
4. Explain Positive & Negative Motivation.
5. Discus Maslow’s Hierarchy Theory.