

**MMPM-001**

**Master of Business Administration (MBA)/ Master of Business Administration (Online) (MBAOL) / Master of Business Administration (Marketing Management) (MBAMM) /Post Graduate Diploma in Marketing Management (PGDIMM)**

**ASSIGNMENT**

**For**

**July 2024 and January 2025 Sessions**

**MMPM-001: Consumer Behaviour**

**(Last date of submission for July 2024 session is 31<sup>st</sup> October, 2024 and for January 2025 sessions is 30<sup>th</sup> April, 2025)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MMPM-001</b>
<b>Course Title</b>	<b>:</b>	<b>Consumer Behaviour</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPM-001/TMA/JULY/2024</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2024 session is 31<sup>st</sup> October, 2024 and for January 2025 sessions is 30<sup>th</sup> April, 2025.**

1. How would you differentiate between organizational buying and individual buying? Taking the example of the purchase of stationery items for home use and for organizational purposes, explain the differences across the different stages of the buying decision.
2. Define personality. What are the differences between the trait and the psychoanalytic theory of personality? How do marketers apply their understandings of these theories?
3. Define the term consumer motive. Do the psychogenic motives have superiority over the physiological ones? Use examples to justify your answer.
4. What is meant by choice heuristics? What rules are commonly followed by urban consumers versus rural consumers?
5. How has online buying behaviour accentuated marketing attention towards post-purchase behaviour and customer expressions of dissatisfaction and complaints? How have online consumer reviews and feedback impacted other prospective buyers?