

MS-61

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

MS – 61: Consumer Behaviour



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

ASSIGNMENT

Course Code	:	MS - 61
Course Title	:	Consumer Behaviour
Assignment Code	:	MS-61 /TMA/SEM - I/2021
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre on or before 30th April, 2021.

1. With the help of examples discuss the characteristics that distinguish organizational buying from individual buying.
2. Define personality. Explain the differences between the ‘trait theory’ and the ‘psychoanalytic theory’ of personality.
3. What do you understand by the term ‘Culture’? Explain the need for cross cultural understanding of consumer behaviour for marketers.
4. What do you understand by reference group influence? Explain the degree of reference group influence with regard to the purchase of the following products and their respective brand choice.
 - (a) Clothes
 - (b) Membership of health club
 - (c) Bathing Soap
5. Explain the concept of family life cycle. How do the family life cycle stages affect the consumption patterns? Give its implications for the marketers of life insurance policies.
6. “Understanding how consumers learn is very important to marketers”. Do you agree with the statement? Justify your answer.