

**MS-61**

**Management Programme**

**ASSIGNMENT**  
**For**  
**January 2022 and July 2022 sessions**

**MS – 61: Consumer Behaviour**

**(Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022  
and for July 2022 session is 31<sup>st</sup> October, 2022)**



**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>MS - 61</b>             |
| <b>Course Title</b>    | <b>:</b> | <b>Consumer Behaviour</b>  |
| <b>Assignment Code</b> | <b>:</b> | <b>MS-61 /TMA/JAN/2022</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 January 2022 session is 30<sup>th</sup> April, 2022 and for July 2022 session is 31<sup>st</sup> October, 2022.**

1. How would you differentiate between organisational buying and individual buying? Taking the example of purchase of stationery of your personal use and for organisational purposes, explain the differences.
2. Discuss the theories of motivation, and types of motivational conflict.
3. Define the concept of social class. Do you think that social class or income would be a better segmentation tool for the marketing of holiday packages? Discuss.
4. Differentiate between interpretation and yielding. How does the former affect the latter?
5. Take the example of a Washing Machine purchase by your family. Explain the decision process with the help of Howard Sheth Model.
6. Write short notes on following
  - a. VALS-2 Classification
  - b. Family life cycle concept
  - c. Theory of self-concept, and related concept.