

MMPM-001

MBA

ASSIGNMENT
for
July 2022 and January 2023 sessions

MMPM-001: Consumer Behaviour

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPM-001
Course Title	:	Consumer Behaviour
Assignment Code	:	MMPM-001/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. About 20 years ago, the ready-made clothes market in India was limited to a few companies offering men's shirts and trousers in a few instances. But today a large of national and international brands have made available a huge range of ready-made apparel for all age segments and socio-economic class segment. Can you identify some key variables of individual determinants and external environment responsible for this change?
2. Compare and contrast the real versus the ideal self. List three products for which a person is likely to use each type of self as a reference point when he or she considers a purchase.
3. It is often said that culture is such a pervasive and all-encompassing influence that we realize its impact when we are out of it for some period of time. Do you agree. Justify your answer on the basis of your own travel to other societies on the basis of discussion with friend who have stayed abroad for some time.
4. How does the problem recognition stage vary between a low involvement and a high involvement purchase? How can the marketers benefit from these variations?
5. Write short notes on following
 - a. Theories of Learning
 - b. Family life cycle concept
 - c. Routes of Non-Store Buying.