

MS - 61

Management Programme

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MS - 61: Consumer Behaviour

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



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/JAN/2023
Coverage	:	All Blocks

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

1. How can the VALS 2 typology be used to develop advertisement campaigns for a chain of health clubs? Which particular segments would you target and why?
2. Identify the kinds of information that a consumer may collect to form his or her attitude. How can it help his brand evaluation later?
3. What purchase decision process would occur for a family in the purchase of Refrigerator? Think of your own family. Which individuals in your family have the roles of gatekeeper, influencer, decider, buyer, and user? To what extent do these roles change across different product categories?
4. Suppose that you are a marketing manager of a company that has started manufacturing washing machine. How will you anticipate, analyse and respond to the post-purchase feelings of your customers?
5. Discuss the concept of cognitive dissonance and its implications for marketing decision with suitable example.
6. Write short notes on following
 - a. Buy Grid Model of organisational buying behaviour
 - b. Subliminal Perception Techniques

c. Subcultures and their Influence.