**SESSION AUG-SEPT 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME DMKT302 CONSUMER BEHAVIOUR**

**CREDITS 4**

**Assignment Set – 1**

**1. Discuss the various bases of market segmentation.**

**Ans:** Selecting the right segmentation variable is critical.

**For example**, small car producers might segment the market on the basis of income, but they probably would not segment it on the basis of political beliefs or religion because they do not normally influence consumers’ automobile needs. Segmentation variables must also be measurable to segment the market accurately.

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**2. In what situations can a motivational conflict arise? Explain with suitable example.**

**Ans**: “Variety is the spice of life.” Hardly anybody is likely to disagree with this saying. For most of us, too much of the same thing over and over again turns out to be unexciting, tasteless or boring. We are aware that consumers sometimes display ‘variety seeking’ behaviour out of sheer boredom or a desire for variety.

A motivational goal has

**3. What is brand equity and how does it benefit the company?**

**Ans: Brand equity** refers to the value integral to a well-known brand. It is the incremental value of a business above the value of its physical assets due to the market position achieved by its brand and the extension potential of the brand.

Brand equity can be viewed from the perspective of investor, the manufacturer, the retailer or the consumer. Brand names add value to each of these groups. Investors have a financial motivation for

**Assignment Set – 2**

**4. What is source credibility? How does it help in success of an ad? Give suitable examples.**

**Ans: Source credibility** means the extent to which the audience perceives the source as having relevant knowledge, expertise or experience and believes that the source will provide unbiased and objective information about the product or service. The element of credibility has two important dimensions: expertise and trustworthiness.

**A). Expertise Research** shows that expert and trustworthy endorsers are more persuasive than less knowledgeable or

**5. What types of influences can a reference group have on consumers? How do marketers use the concept of reference group influence in their strategy?**

#### Ans: Types of Influence Exerted by Reference Groups:

**Informational Group Influence** Reference groups and other influence sources that can exert informational influence by offering information to help make decisions are referred to as informational groups. For example, chat-groups, forums or websites on the Internet often provide information on subjects such as travel. Informational influence is important because it can affect how much time and

**6. List the colleges that you considered when deciding which college or university to attend, and the criteria you employed to evaluate them. Describe how you attained information on the different colleges with respect to the criteria that were important to you and how you made your decision. Specify whether you employed compensatory or non- compensatory decision rules.**

### Ans: Academic Majors Available

Do you already know what you want to study? Fantastic! Check to see if the colleges on your short list offer the specific major you want.

Not sure what you want to study? That’s OK, too! Make sure the colleges you’re interested in have a wide variety of majors to choose from, so you can explore and select your ideal field without transferring to another