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| **SESSION** | **March - 2023** |
| **PROGRAM** | **Master of business administration (MBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DMKT302 CONSUMER BEHAVIOUR** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. What do you mean by consumer behaviour? What does the study of consumer behaviour involve? Differentiate between individual and organizational buying behaviour.**

**Ans 1.**

**Consumer behaviour**

Consumer behaviour refers to the study of how individuals, groups, or organizations choose, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. It involves an understanding of what consumers buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. This multifaceted

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**2. Explain the various types of motivational conflict.**

**Ans 2.**

**Various types of motivational conflict**

**Approach-approach conflict –** This type of conflict occurs when a consumer is faced with two desirable alternatives, such as either to buy a good music system or a computer. The person must decide between the attractive alternatives and may face a situation of periodic indecision temporarily and swing between the alternatives. Since both alternatives are attractive, the consumer may experience some dissonance. Approach-approach conflict is

**3. Differentiate between long term and short-term memory. Write down the two types of rehearsal process in short-term memory.**

**Ans 3.**

**Two types of rehearsal process in short-term memory**

**Elaborative rehearsal**

It occurs in short-term memory and involves using previously stored experiences, values, beliefs, attitudes, and feelings to interpret and evaluate information and add meaningful

**Assignment Set – 2**

**1. What are the roles played by the buying center members?**

**Ans 1.**

A buying center refers to all the individuals involved in a business's purchasing decision process. The buying center's members may vary from one organization to another, depending on factors such as the size of the company, the nature of the product or service to be purchased, and the complexity of the purchasing process. Nevertheless, there are typically

**2. How do consumers learn attitude?**

Consumer attitudes are learned behaviors shaped by various factors such as personal experiences, information processing, social and environmental influences. They play a pivotal role in understanding consumer behavior and their decision-making process. Let's

**3. The consumer faces different kinds of problems that stimulate problem recognition and stimulate purchase decisions. What are those?**

**Ans 3.**

**The five of the most common situations that lead to problem recognition are:**

**Depletion of stocks** – Every day goods used by consumers such as groceries, toiletries and other convenience goods. Need to repurchase or problem recognition is felt as an item nears run out.

**Dissatisfaction with goods in stock** – Consumers frequently feel dissatisfied with products they own. For example, a family living in a small flat may feel that they need a larger