

**MMPM-001**

**Master of Business Administration (MBA) / Master of Business Administration (Online) (MBAOL) / Master of Business Administration (Marketing Management) (MBAMM) / Post Graduate Diploma in Marketing Management (PGDIMM)**

**ASSIGNMENT**  
**For**  
**July 2025 and January 2026 Semesters**

**MMPM-001: CONSUMER BEHAVIOUR**

**(Last date of submission for July 2025 Semester is 31<sup>st</sup> October 2025  
and for January 2026 Semester is 30<sup>th</sup> April, 2026)**



**School of Management Studies**  
**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MMPM-001</b>
<b>Course Title</b>	<b>:</b>	<b>Consumer Behaviour</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPM-001/TMA/ JULY/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31<sup>st</sup> October 2025 and for January 2026 Semester is 30<sup>th</sup> April, 2026.**

1. What are the product and service categories where you and your family members now do online buying more often than you do in store buying? What are the major drivers of such behaviours?
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. Critically analyse the Maslow's hierarchy of needs theory. What are its major limitations?
4. What purchase decision process would occur for a family in the purchase of furniture? 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?
5. How does the problem recognition stage vary between a low involvement and a high involvement purchase? How can the marketers benefit from these variations?