

MS - 61

Post-Graduate Diploma in Marketing Management (PGDMM)

ASSIGNMENT
For
January 2025 and July 2025 Sessions

MS - 61: Consumer Behaviour

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 sessions is 31st October, 2025)**



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MS - 61
Course Title	:	Consumer Behaviour
Assignment Code	:	MS - 61/TMA/JAN/2025
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 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. What is meant by consumer perceptions? How do you justify the relevance of studying perceptions when they may not accurately reflect reality? Give example(s) to illustrate your answer.
2. What do you understand by reference group influence? Suggest a few products for which you think reference groups would exert a strong influence with regard to the purchase of the product and the brand, and provide an explanation for your choice.
3. Briefly explain The Family Life Cycle Concept. Which of the stage(s) of the family life cycle constitutes the most lucrative segment for the following products?
 - (i) Home appliances
 - (ii) Baby food
 - (iii) Luxury productsExplain your answer with reasons.
4. How would you differentiate between organizational buying and individual buying? Taking the example of the purchase of laptops for organizational purposes and for your personal use, explain the differences.
5. Write short notes on the following:
 - a. Theories of post-purchase evaluation.
 - b. Nicosia's model of consumer decision-making process.
 - c. Concept of information processing.