

MS - 61

**Management Programme (MP)/
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT
for
January 2026 and July 2026 Sessions**

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MS - 61: Consumer Behaviour



**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/2026
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 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. How would you differentiate between organisational buying and individual buying. Taking the example of purchase of stationery of your personal use and for organisational purposes, explain the differences.
2. What is meant by consumer attitude? How do you justify the relevance of studying attitudes when they may not accurately predict action? Give an example to illustrate your answer.
3. Define Culture and Subculture. Compare the Indian culture values with the American culture or that of any other culture that you have read about or are familiar with.
4. Explain the purchase process and its determinants. Do you consider them equally effective to Indian shopping culture? What changes you would recommend in this respect?
5. Write short notes on following
 - a. The Psychoanalytic Theory of Freud
 - b. Social-Psychological Neo-Freudian Theory
 - c. Trait Theory of Personality.