

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:	Dr.A.R Deshmukh		
Course code	MK01	Class:	MBA	Semester:	III

Subject:	CONSUMER BEHAVIOUR
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Trace the rise of consumerism in India. Also write briefly about the typical traits of an Indian consumer.
- b) Explain in details the application of the Research in the Direct marketing process.

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Discuss the impact of Psychoanalysis on advertising.
- b) Explain in detail the ways and means of being an ethical shopper?
- c) Unethical practices are seen and put up within every area of marketing – comment.
- d) Discuss in detail the various types of scales that could be used to measure the attitude of the consumers in the direct marketing process.

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Customer Delight
- b) Dissonance (Buying Behaviour)
- c) Nicosia Model
- d) Kollat and Blackwell model

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