

**SCOPE COLLEGE OF ENGINEERING, BHOPAL**  
**DEPARTMENT OF MANAGEMENT**  
**THIRD SEMESTER**  
**SPECIALISATION– MARKETING MANAGEMENT**  
**ASSIGNMENT – CONSUMER BEHAVIOUR**  
**PAPER CODE – FSM-1**

**Note: Attempt any 5 questions out of the following. Each question carries equal marks**

**Max Marks: 80**

**Min Marks :32**

**Q.1 Describe meaning and nature of consumer behaviour. Why study of consumer behaviour is important for organisation?**

**Or**

**Explain consumer decision making process and variable affecting decision process? Give in detail types of buying decision behaviour?**

**Q.2 What is meant by information search? Discuss the types of information search activities in short?**

**Or**

**What are the components of information processing? Discuss the information processing and memory stores?**

**Q.3 states the characteristics of personality. Explain the influence of personality on buying behaviour?**

**Or**

**Explain the theories of personality and its marketing strategy?**

**Q.4 What is family life cycle? Discuss its types? Discuss the family influences which affect the consumer behaviour?**

**Or**

**What are the social class categories? Explain the application of social class in marketing?**

**Q.5 What is the difference between buying behaviour of industrial and consumer markets? Why studying consumer behaviour of both the markets is important in today's scenario.**

**Or**

**What do you understand with consumer behaviour audit? How it is done? Explain in detail?**