

**TAKSHSHILA INSTITUTE OF ENGINEERING & TECHNOLOGY,**  
**JABALPUR**  
Assignment - Feb 2021  
MS-312  
**CONSUMER BEHAVIOUR AND MARKET RESEARCH**

Max. marks:70

Min. marks:28

Attempt all questions. All questions carry equal marks.

**UNIT-I**

Q.1 Explain the role of consumer research in deciding the important factors of Consumer Behaviour?

**UNIT-II**

Q.2 How does personality affects consumer behaviour decision? Explain with appropriate example.

**UNIT-III**

Q.3 What do you meant by cross-cultural consumer behaviour? Describe cultural factors affecing consumer behaviour.

**UNIT-IV**

Q.4 Short Note on:  
a). Post purchase dissonance.  
b). CRM and Consumer Behaviour.

**UNIT-V**

Q.5 Write a detailed essay on 'Sampling Process in Marketing Research'?