



NMIMS Global Access
School for Continuing Education (NGA-SCE)

Course: Consumer Behaviour

Internal Assignment Applicable for December 2022 Examination

Assignment Marks: 30

Instructions:

- *All Questions are compulsory*
- *Marks for each question are specified in brackets*
- *All answers to be explained in not more than 750 words for question 1 and for question 2 & 3 in not more than 400 words for each subsection. Use relevant examples, illustrations as far as possible.*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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1. How can marketers use technology to target customers to exercise more. Taking Yoga as an example of holistic exercise how will you use technology to target different



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- categories of customers to improve their health by doing yoga regularly. **(10 Marks)**
2. What is the Trio of Needs from consumer behaviour perspective? Take Smart Watch as a product. If you have to use this same product, how can you talk to three different customers and make the 3 different customers think of buying the same Smart Watch from a Trio of Needs perspective. Please use one Trio of Need per customer to illustrate the same. **(10 Marks)**
3. Answer the following
- a. What is Just Noticeable Difference [JND] and Weber's Law? **(5 Marks)**
- b. Take a product like a low-cost pressure cooker [priced at Rs. 1800.00 for a 3 Litre, Rs. 2400.00 for a 5 Litre, Rs. 3200.00 for a 6.5 Litre pressure cooker] which is targeted to the lower income group whose annual income is in the range of Rs. 1.2 to 1.8 lakhs per annum [Rs. 10,000 – Rs. 15,000 per month]. Using the principle of JND suggest a discount for families earning 10,000 per month and families earning Rs. 15000.00, that would make them get up and notice the discount & propel them to buy the pressure cooker. Please justify the discount for the same. **(5 Marks)**
