

B.M.S --- SEMESTER – 3

NAME OF SUBJECT : Consumer Behaviour

NAME OF FACULTY : Vivek Bhatia

DATE OF ASSIGNMENT GIVEN : November 28, 2020

DATE OF SUBMISSION : December 12, 2020

ASSIGNMENT TOPIC:

(COMMON OR INDIVIDUAL TOPIC AS PER ROLL NO WISE DECIDED BY SUBJECT TEACHER)

Individual Topics given and explained to students what is expected of them.

List of Assignment title is uploaded on MS Teams with the student name and roll number.

INSTRUCTIONS FOR THE ASSIGNMENT/PROJECT IN SUBJECT :

Assignment to be submitted as PPT or Word File or PDF File.

They have to discuss the following in their assignments:

Company Profiling its Targeted Customer and Consumer – Demographic, Geographic, Psychographic and Behavioural

Expansion of Customer and Consumer base for the said product or company

Additional Profiling suggestion to expand the Business

Buying Behaviour and the Determinant Factors affecting the Customer and Consumer.

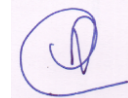
INSTRUCTIONS FOR THE PRESENTATION/VIVA IN SUBJECT :

- **IT SHOULD BE INDIVIDUAL.**
- **TIME FOR INDIVIDUAL VIVA/PRESENTATION BETWEEN 3 TO 5 MIN.**
- **IT SHOULD BE COMPLETED MAX WITHIN 5 LECS. (300 MIN/60 STUD)**
- **IT SHOULD BE STRICKLY AS PER FOLLOWING SHEDULE.**
- **CHANGE IN SHEDULE OF PRESENTATION/VIVA ALLOWED AT THE PRIOR PERMISSION OF COORDINATOR/ EXAM COMMITTEE.**

ROLL NO	DATE & DAY	DURING TIME OF LEC	EXTRA TIME/REMARK IF ANY
	-NA-		



Signature: Faculty



Signature: Coordinator

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