

**Vikramaditya Institutions of Management and Technology
Bhopal**

**ASSIGNMENT
Session: 2022-2023**

**Class
MBA IIIrd SEM**

**Subject
FSM1: Consumer Behaviour**

**Guided By
Prof. Ankita Singh**

Submitted By:

**Vikramaditya Institute of Management and Technology
Bhopal**

MBA 3rd Sem (FT)
Assignment -2023-24

CP– FSM1: Consumer Behaviour

Unit-2

1. What do you mean by “psychographics”? How it effect decision making? What is the role of “Reference group “in influencing consumer?
2. Write a comprehensive note an- “consumer Attitude change”?
3. Write a comprehensive note and consumer behavior Audit?
4. Define the term “consumer behavior? Explain

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