

Marketing Management
Assignment No: 2

(20 marks)

1. Draw and discuss the model of buyer behaviour.
2. Describe Maslow's hierarchy of needs.
3. Explain the factors influencing consumer behaviour.
4. What are the stages in making buying decisions? Explain.

Assignment No: 3

(30 marks)

1. Explain about new trends in marketing with a particular case.
2. A detailed study of advertising and sales promotion adopted in the present era. Depict with some cases.
3. Explain the steps in developing effective communication.

Date of Submission: 12th opening day of college.

Late assignments will not be accepted for valuation.

(Sj)
16.3.2020
Dr. Sabu K.

Neatly Submit in assignment papers only.