P79 (MBA) (SEM-IV)

MKG401: Consumer Behavior

Home Assignments Year 2026-27

Instructions for Solving the Home Assignment Question paper

1. The learner has to write the home assignment as per given instructions and rules in the prospectus. The learner should communicate through the Study Centre only, if there is any difficulty while writing the home assignment.
2. Home assignments are useful for self-analysis of your preparation for the final examination and progress.
3. This home assignment question paper is for 20 marks and each question carries 5 marks. (four short answer question is for 5 marks.)
4. The minimum passing criteria is 40 % marks which is essential for completion of home assignment.
5. Read all the questions and their marks in the home assignment question paper carefully and also understand the terminological words of these questions properly.
6. Read carefully the textbook, reference material, content &syllabus related to home assignment.
7. Do not copy matter or content directly from the textbook. Write the answers of given questions in home assignment in your own words and ensure to mention your own ideas or opinions while writing the answers.
8. Write the examples, evidences, tables, graphs, charts, pictures, diagrams, etc. including in answer.
9. While writing the answer of home assignment questions, the learner has to take printouts from (https://asm.ycmou.org.in) university website.
10. The learner must write their name, course code, PRN no., date of completion of HA, name of the Study Centre and their address, Sign of the learner all this information on the answer sheet correctly and readable.
11. While writing the home assignment the learner has to leave margin of 1 and half inch (4 cm) on the left side of each page. Write each new answer on a different page.
12. Printed, typed, copied answers of the home assignment questions are not allowed.
13. Learner has to download the home assignments question paper. The learner has to write the answers of the home assignment questions in their own and readable hand writing. Create a PDF of the written answer booklet and upload it on the university website (https://asm.ycmou.org.in).
14. The marks obtained in the home assignment and the remedial suggestions will get from examiner / counsellor.

Dr. Premlata Dabhade
Sr. Coordinator (Academic), Evaluation Division

MKG401 : Consumer Behavior **(Total 20 Marks)**

Que 1: Explain the relationship between Consumer Behavior and Marketing. **(05 marks)**

Que 2: Explain the Marketing Mix (4Ps) with suitable examples. **(05 marks)**

Que 3: Describe the Consumer Decision-Making Model. (**05 marks)**

Que 4: Explain what is Socially Responsible Marketing. Discuss its importance. (**05 marks)**

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