**DBB3101 Consumer Behaviour**

**Assignment Set – 1**

1. Define Consumer behaviour in Marketing.

2. Explain trait theory and theory of Self Image.

3. How is the study of Consumer Behaviour interdisciplinary?

**Assignment Set – 2**

4. Explain the consumer buying process.

5. Write Short Notes on the following:

a. Diffusion of Innovation

b. Opinion Leaders

6. Discuss the Howard-Sheth Model of Consumer Decision Making Process.

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