

Assessment 4

Total Marks: 30

1. What is the difference between need and motive? **10**
2. Explain various factors which Influence the consumer behaviours? **10**

Case Study

10

Edward is an engineering student, he asked his father, Simon, to buy him a calculator. Simon asked his friend David, to suggest a suitable brand and David told him to buy Casio Fx 82 model. Accordingly, Simon bought the calculator and gave it to his son. Identify the followings in this case:

- a. Buyer
- b. User
- c. Initiator
- d. Influencer
- e. Decider