Assessment 02: Need and Information Search

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-08-21, 23:59 IST.
28/07/2020 Consumer Psychology - - Unit 4 - Week 2: Need and Information Search

- Text Note: Problem Recognition and Information Search (unit?unit=10&lesson=13)
- Quiz: Assessment 02: Need and Information Search (assessment?name=46)
- Feedback Form (unit?unit=10&lesson=57)

Week 3: Alternate Evaluation and Choice

Week 4: Consumption and Post-Purchase Behavior

Week 05: Consumer Perception and Cognition

Week 06: Mood, Emotion and Cognition

Week 07: Consumer Attitude

Week 08: Marketing Communications

Live Session