

**PRASHANTI INSTITUTE OF MANAGEMENT**  
**ASSIGNMENT-QUESTIONS**  
**ADVERTISING AND CONSUMER BEHAVIOUR**  
**(FT-CC-302)**

- 1) Describe various legal, ethical and social aspects of advertising.
- 2) What are the various types of media? Explain.
- 3) What are the various factors to study consumer behavior?
- 4) Describe various buying behavior models.
- 5) Explain various applications of consumer behavior.