

**PRASHANTI INSTITUTE OF MANAGEMENT**

**ASSIGNMENT-QUESTIONS**

**HUMAN RESOURCE DEVELOPMENT**

**(FT-EC-304)**

Q.1 Describe various legal, ethical and social aspects of advertising.

Q.2 What are the various types of media? Explain.

Q.3 What are the various factors to study consumer behavior?

Q.4 Describe various buying behavior models.

Q.5 Explain various applications of consumer behavior.