

Consumer Behaviour (MKT731)

Spring, 2019

Assignment # 02

Due Date: 13<sup>th</sup> July, 2019

Total Marks: 10

Topic: Consumer Behavior in Digital Era

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### **Learning Objective**

- To conceptually clarify the concept of consumer behavior in digital era

### **Learning Outcomes**

After attempting this assignment students will:

- Understand that how their behavior has been changed with the emergence of digital technology.

**Assignment has two parts, details are given below;**

#### **Part (A) - Video Presentation – 6 Marks**

##### **Instructions:**

1. You have to send your video presentation through VU EMAIL ID at [mkt731@vu.edu.pk](mailto:mkt731@vu.edu.pk) otherwise it will not be accepted.
2. Topic of the presentation should be "**how your behavior has been changed with the emergence of digital technology.**"
3. Timing of the presentation should be between the 1 to 2 minutes.
4. File size should not more than 20MB.
5. File format should be .mp4
6. Presentation should be properly managed in all aspects such as video quality, audio, your physical appearance etc.

#### **Part (B) – Write up – 4 Marks**

##### **Instructions:**

- You have to present one page write up of your video presentation.
- Write up should not be more than 250 words.
- You have to upload it against assignment # 02, it will not be accepted through email.

##### **Note:**

- You must have to attempt both parts of the assignment otherwise (only one part) will not be evaluated.
- Assignment will be negatively marked if you don't follow the above mentioned instructions.

**IMPORTANT:**

24 hours extra / grace period after the due date are usually available to overcome uploading difficulties. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

**IMPORTANT INSTRUCTIONS:****DEADLINE:**

- Make sure to upload the solution file before the due date on VULMS.
- Any submission made via email after the due date will not be accepted.

**FORMATTING GUIDELINES:**

- Use the font style “Times New Roman” or “Arial” and font size “12”.
- It is advised to compose your document in MS-Word format.
- You may also compose your assignment in Open Office format.
- Use black and blue font colors only.

**REFERENCING GUIDELINES:**

- Use APA style for referencing and citation. For guidance search “APA reference style” in Google and read various websites containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsenl/apa/APA01.html>

**RULES FOR MARKING**

Please note that your assignment will not be graded or graded as Zero (0), if:

- It is submitted after the due date.
- The file you uploaded does not open or is corrupt.
- It is in any format other than MS-Word or Open Office; e.g. Excel, PowerPoint, PDF etc.
- It is cheated or copied from other students, internet, books, journals etc.

**Note related to load shedding: Please be proactive**

**Dear Students,**

As you know that Post Mid-Term semester activities have started and load shedding problem is also prevailing in our country. Keeping in view the fact, you all are advised to post your activities as early as possible without waiting for the due date. For your convenience; activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after due date of assignments or GDBs.