

Decision making assignment



**ASSIGN
BUSTER**

Indicative characteristic's Conceptualization MI Identify and apply strategies to find appropriate solutions Effective Judgments have been made. An effective approach to study and research has been applied. To achieve MI, Appropriate factors affecting buyer behavior are identified and Justified. A detailed and well-focused research has been carried out. (Task 1) MM Present and communicate appropriate findings Communication is appropriate for familiar and unfamiliar audiences and appropriate media have been used. To achieve MM the work you present will be presented in eatable business formats and will use business terminology accurately. Task 1) DO Take responsibility for managing and organizing activities Activities have been managed. To achieve DO, All the project activities are well planned, organized and properly managed. Provide documents like Journal of activities for the report, Gang Chart for the activities required to complete the report, completing the work in time etc. (Tasks 1) Please note that for unit assignments assessors should use these or other exemplar indicative characteristics for the individual grade descriptors from Annex C of the HEN specification or any other relevant indicative characteristics for the particular assignment.

The indicative characteristic should then be conceptualized. Required.

Assignment brief Pearson BITE Level 5 HAND Diploma in Business Start date Deadline/hand-in Assessor Understanding and Exploring Buyer Behavior and Buyer Decision Making process Purpose of this assignment This assignment is aimed to develop a thorough and detailed understanding of the role, purpose and functioning of buyer behavior and purchase decision making process off market. Task 1 (LO 1: 1. 1, 1. 3, and MI, MM and DO) Describe the

main stages of purchase decision making in general. Investigate the process of purchase in in real world market.

Support your arguments with evidence. Explain theories of buyer behavior in terms of individuals and markets and link it with the real world selected market. Also, explain the factors that affect buyer behavior. Link it with your observation/ investigation of selected market. To achieve MI , Appropriate factors affecting buyer behavior are identified and justified. A detailed and well-focused research has been carried out. To achieve MM the work you present will be presented in suitable business formats and will use business terminology accurately. Managed.

Provide documents like Journal of activities for the report, reflection log, Gang Chart for the activities required to complete the report, completing the work in time etc. Summary of evidence required by student Evidence presented Task 1 Report Viva Plagiarism Policy The College has strict penalty for plagiarism and the assignment will be cancelled if the assignment is observed for this. The definition and scope of plagiarism are presented below: Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution.

Examples of forms of plagiarism include: The verbatim (word for word) copying of another's work without appropriate and correctly presented acknowledgement; The close paraphrasing of another's work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement; Unacknowledged

quotation of phrases from another's work; The deliberate and detailed presentation of another's concept as one's own.

All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.