

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2018
(Sixth Semester)

Branch – PSYCHOLOGY

FUNDAMENTALS OF MARKETING AND CONSUMER BEHAVIOUR

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What is marketing?
- 2 What is quantitative research?
- 3 What is geographic segmentation?
- 4 Examine the generation Y market.
- 5 Write a note on product positioning.
- 6 Examine brand personality.
- 7 What are consumer products?
- 8 What are the uses of advertising?
- 9 Who are cognitive consumers?
- 10 What is opinion leadership?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Examine process of marketing.
OR
b How does consumer behaviour affect society?
- 12 a Give an account on micro environment.
OR
b Examine the role of suppliers in the marketing environment.
- 13 a Give an account of social characteristics that can affect consumer behavior.
OR
b Compare the consumer behaviour of the middle class and the affluent consumers.
- 14 a Give an account of effective promotion strategies.
OR
b Examine the different distribution channels.
- 15 a Describe the adoption process.
OR
b Examine the consumer decision making process.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Give a detailed description of the nature and meaning of consumer behaviour.
- 17 Give an account of the different types of market segmentation and evaluate them.
- 18 Examine how cultural and psychological factors affect consumer behaviour.
- 19 Examine the importance of pricing and promotion in the marketing mix.
- 20 Give a detailed account of opinion leadership and the dynamics, motivation and measurement of opinion leadership.