

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025  
(Sixth Semester)

Branch – PSYCHOLOGY

**FUNDAMENTALS OF MARKETING AND CONSUMER BEHAVIOR**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Corporate Social Responsibility (CSR) in marketing includes \_\_\_\_\_.
  - (i) Only making profits
  - (ii) Contributing positively to society and the environment
  - (iii) Reducing customer engagement
  - (iv) Avoiding sustainable practices
2. Consumer segmentation is primarily based on \_\_\_\_\_.
  - (i) Only demographic factors
  - (ii) Only geographic factors
  - (iii) A combination of demographic, geographic, psychographic, and behavioral factors
  - (iv) only on legal factors
3. Which of the following best defines market segmentation?
  - (i) Selling products to only one customer group
  - (ii) Dividing a market into distinct groups of buyers with similar needs
  - (iii) Promoting products to everyone equally
  - (iv) Increasing product prices for high-income consumers
4. Positioning is about establishing a brand's \_\_\_\_\_.
  - (i) Price in the market
  - (ii) Identity in the minds of customers
  - (iii) Supply chain strategy
  - (iv) Advertising budget
5. Which of the following best defines Integrated Marketing Communication (IMC)?
  - (i) Using only digital marketing strategies
  - (ii) Coordinating various promotional elements to provide a consistent message
  - (iii) Focusing solely on public relations
  - (iv) Using multiple messages to target different audiences

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. What is the marketing environment? Explain the different components of the micro and macro marketing environment with examples.  
OR  
b. Elucidate in detail the five major marketing concepts and philosophies. How do businesses apply these concepts in today's competitive environment?
7. a. Summarize how technology has changed consumer behavior, focusing on online shopping, digital marketing, and personalization.  
OR  
b. Analyze how different generations (Baby Boomers, Millennials, Gen Z) exhibit different consumer behaviors.

Cont...

8. a. Elaborate the impact of digital technologies on market research and consumer behavior.  
OR  
b. Discuss the various types of market research and their significance in strategic planning.
9. a. Explain the concept of product life cycle (PLC) with examples.  
OR  
b. Enumerate the factors which influence new product adoption among consumers.
10. a. Evaluate the role of social media advertising in today's digital world, highlighting its advantages and disadvantages.  
OR  
b. How do companies measure the effectiveness of marketing communication? Discuss different evaluation techniques with examples.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a. Explain why marketing is important for business growth? Give two reasons.  
OR  
b. Elucidate how does digital marketing impact modern businesses.
12. a. Discuss any two consumer buying behavior models with examples.  
OR  
b. Elucidate the psychological factors that influence consumer behavior.
13. a. Differentiate between primary and secondary research with examples.  
OR  
b. Describe the key data collection methods used in market research.
14. a. Enumerate the stages of product development and the key challenges in each stage.  
OR  
b. Examine the role of product packaging and labeling in creating brand identity and influencing customer choices.
15. a. Differentiate between advertising and public relations with examples.  
OR  
b. Highlight the key metrics used to evaluate marketing communication campaigns.

Z-Z-Z

END