

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2025  
(Third Semester)**

Branch - **APPLIED PSYCHOLOGY**

**MARKETING AND CONSUMER BEHAVIOUR**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The "4 Ps" of the marketing mix include: a) Product, people, performance, promotion b) Product, price, place, promotion c) People, price, performance, promotion d) Price, place, product, packaging	K1	CO1
	2	Consumer decision-making process involves the following steps: a) Problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase behavior b) Information search, purchase decision, brand loyalty, repeat purchase c) Identifying needs, making a purchase, forgetting the product d) Advertising, product trial, purchase decision	K2	CO1
2	3	Positioning is: a) The process of defining how a brand or product is perceived in the minds of consumers b) Deciding on a product's pricing strategy c) Determining the distribution channels d) None of the above	K1	CO2
	4	Consumer protection laws aim to: a) Encourage more consumer purchases b) Prevent companies from marketing low-quality goods c) Safeguard the interests of consumers and ensure they receive accurate information about products d) Promote competition between brands	K2	CO2
3	5	Big data in consumer research allows companies to: a) Gather and analyze large amounts of data to better understand consumer behavior b) Reduce marketing costs by automating processes c) Offer personalized marketing services d) Both a and c	K1	CO3
	6	Market targeting refers to: a) Selecting the most profitable segments to serve b) Offering the same product to all customer segments c) Creating new products for the global market d) All of the above	K2	CO3
4	7	Brand positioning is best described as: a) The effort to place a brand in a competitive market b) The creation of a distinctive image of the brand in the consumer's mind c) The way a product is priced in the market d) The development of brand extensions	K1	CO4
	8	Brand loyalty is achieved when: a) Consumers continuously purchase the same brand due to its perceived value and trustworthiness b) Companies offer heavy discounts c) A brand has high levels of advertising d) Consumers are unaware of alternatives	K2	CO4

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5	9	Persuasion in marketing refers to: a) Convincing consumers to make a purchase decision b) Forcing consumers to buy a product c) Informing consumers of product benefits d) Analyzing consumer purchase history	K1	CO5
	10	Influencer marketing focuses on: a) Using public figures or social media personalities to promote products to their audience b) Identifying a product's key benefits c) Setting up new distribution channels d) Reducing product prices to increase sales	K2	CO5

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the role of the marketing mix in developing effective marketing strategies.	K2	CO1
		(OR)		
	11.b.	Explain the importance of understanding consumer behavior when designing a marketing campaign.		
2	12.a.	Examine the ethical issues surrounding the use of personal data in consumer research.	K4	CO2
		(OR)		
	12.b.	Analyse the benefits of big data in consumer analysis and how it enhances marketing efforts.		
3	13.a.	Evaluate the influence of cultural factors on consumer behavior and purchasing decisions.	K5	CO3
		(OR)		
	13.b.	Evaluate the role of psychological factors in shaping consumer preferences and brand loyalty.		
4	14.a.	Appraise the process of brand differentiation and its importance in competitive markets.	K5	CO4
		(OR)		
	14.b.	Evaluate the role of brand equity in building long-term relationships with customers.		
5	15.a.	Identify the impact of social media and influencer marketing on consumer decision-making, using relevant examples.	K3	CO5
		(OR)		
	15.b.	Identify the marketing communication strategies that has influenced your brand perceptions as a consumer.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the key concepts and evolution of marketing and consumer behavior and discuss their relevance in contemporary business environments.	K2	CO1
2	17	Analyze the importance of market research in understanding consumer preferences and developing successful marketing strategies.	K4	CO2
3	18	Evaluate the influence of social class and reference groups on consumer purchasing decisions.	K5	CO3
4	19	Evaluate the process of creating and managing brand identity, brand positioning, and brand loyalty.	K5	CO4
5	20	Design a marketing strategy that would resonate with consumers similar to you, for a brand/product of your choice.	K3	CO5