

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**MSc DEGREE EXAMINATION DECEMBER 2025**  
(Third Semester)

Branch - **APPLIED PSYCHOLOGY**

## MARKETING & CONSUMER BEHAVIOUR

**Time: Three Hours**

**Maximum: 75 Marks**

**SECTION-A (10 Marks)**

**Answer ALL questions**

**ALL questions carry EQUAL marks**

(10 × 1 = 10)

<b>Module No.</b>	<b>Question No.</b>	<b>Question</b>	<b>K Level</b>	<b>CO</b>
<b>1</b>	<b>1</b>	Which era of marketing focuses primarily on production and efficiency? a. Production era                                      b. Marketing era c. Sales era    d. Relationship era	K1	CO1
	<b>2</b>	Identify the first stage in the consumer decision-making process. a. Purchase decision b. Post-purchase behavior c. Information search d. Problem recognition	K2	CO1
<b>2</b>	<b>3</b>	Find out the qualitative research method. a. Survey    b. Correlation c. Regression     d. Focus group	K1	CO2
	<b>4</b>	Identify the first step in the marketing research. a. Data analysis b. Designing the research c. Data collection d. Reporting findings	K2	CO2
<b>3</b>	<b>5</b>	Find out the psychological factor that affect consumer behaviour. a. Perception    b. Situation c. Economy     d. Family	K1	CO3
	<b>6</b>	Infer the situational influence on consumer behaviour. a. Culture    b. Attitudes and beliefs c. Motivation    d. Time & place of purchase	K2	CO3
<b>4</b>	<b>7</b>	Which of the following is a key element of effective brand positioning? a. Price alone b. Unique value proposition c. Celebrity validation d. Extensive products	K1	CO4
	<b>8</b>	Identify the external source of information. a. Personal experience b. Personal choice c. Past memory d. Online product review	K2	CO4
<b>5</b>	<b>9</b>	Which of the following is NOT a component of brand equity? a. Brand awareness                                      b. Brand loyalty c. Brand reputation                                      d. Brand cost	K1	CO5
	<b>10</b>	Identify the marketing strategy to focus on creating a unique image to stand out from competitors. a. Product development b. Pricing strategy c. Market segmentation d. Brand differentiation	K2	CO5

**Cont...**

**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.	Construct the significance of consumer behavior.	K3	CO1
	(OR)			
	11.b.	Identify the sustainable marketing practices.		
2	12.a.	Identify the application of market research.	K3	CO2
	(OR)			
	12.b.	Illustrate the big data and analytics in consumer research.		
3	13.a.	Appraise the cultural influence on consumer behavior.	K4	CO3
	(OR)			
	13.b.	Criticize the situational factors effecting consumer behavior.		
4	14.a.	Inspect the implications for marketing strategy in consumer decision making process.	K4	CO4
	(OR)			
	14.b.	Examine Brand perception and positioning.		
5	15.a.	Assess the contemporary issues in marketing and consumer behavior.	K5	CO5
	(OR)			
	15.b.	Evaluate brand equity and loyalty.		

**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	Examine social responsibilities in marketing.	K4	CO1
2	17	Analyze consumer segmentation.	K4	CO2
3	18	Support on the psychological influence on consumer behavior.	K4	CO3
4	19	Evaluate the internal and external search for information in consumer decision making process.	K5	CO4
5	20	Design a marketing strategy for your own product that resonate with target consumers.	K5	CO5

Z-Z-Z

END