

**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

$$(10 \times 1 = 10)$$

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