

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – PSYCHOLOGY

FUNDAMENTALS OF MARKETING & 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	Which of the following best describes the marketing environment? (i) Internal factors only (ii) External factors only (iii) All internal and external factors affecting marketing decisions (iv) Only customer-related factors	K1	CO1
	2	_____ era of marketing evolution was characterized by the belief that 'a good product will sell itself'. (i) Social Media Era (ii) Relationship Era (iii) Production Era (iv) Sales Era	K2	CO1
2	3	Maslow's Hierarchy of Needs theory was proposed by _____. (i) Philip Kotler (ii) Sigmund Freud (iii) Abraham Maslow (iv) John Watson	K1	CO2
	4	The Engel-Kollat-Blackwell (EKB) model relates to _____. (i) Market segmentation (ii) Consumer decision-making process (iii) Pricing strategy (iv) Distribution channels	K2	CO2
3	5	Market research helps businesses to _____. (i) avoid advertising (ii) understand customer needs (iii) reduce product quality (iv) increase taxation	K1	CO3
	6	Focus groups are mainly used in _____ research. (i) quantitative (ii) experimental (iii) qualitative (iv) secondary	K2	CO3
4	7	During the introduction stage of PLC, profits are usually _____. (i) high (ii) stable (iii) low or negative (iv) maximum	K1	CO4
	8	Using the same brand name for multiple products is called _____. (i) individual branding (ii) private branding (iii) family branding (iv) co-branding	K2	CO4
5	9	Integrated Marketing Communication (IMC) refers to _____. (i) using only advertising for promotion (ii) coordinating all promotional tools to deliver a consistent message (iii) reducing marketing costs (iv) focusing only on digital media	K1	CO5
5	10	Search Engine Optimization (SEO) aims to _____. (i) increase paid advertisements (ii) improve website visibility in search results (iii) reduce website traffic (iv) increase production	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.	Infer marketing and explain its evolution from the production concept to the modern marketing concept.	K2	CO1
		(OR)		
	11.b.	Outline the impact of technological and economic trends on modern marketing practices.		
2	12.a.	Examine the importance of post-purchase behavior and cognitive dissonance in consumer decision-making.	K4	CO2
		(OR)		
	12.b.	Examine the process of target market selection and positioning with suitable examples.		
3	13.a.	Distinguish qualitative and quantitative research methods and their applications.	K4	CO3
		(OR)		
	13.b.	Analyse the concept of positioning and explain various positioning strategies.		
4	14.a.	Outline the challenges faced by firms during the introduction and decline stages of the Product Life Cycle.	K2	CO4
		(OR)		
	14.b.	Explain the role of perceptual mapping in brand positioning.		
5	15.a.	Explain the role of public relations in building a positive corporate image and customer trust.	K2	CO5
		(OR)		
	15.b.	Illustrate the role of digital marketing and social media in reaching and engaging customers effectively.		

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	Summarise the ethical and social responsibilities of marketers and how ethical marketing practices contribute to long-term business success and positive brand image.	K2	CO1
2	17	Analyze how digital technology and e-commerce have transformed consumer buying behaviour.	K4	CO2
3	18	Examine experimental research design and its importance in establishing cause-and-effect relationships.	K4	CO3
4	19	Explain the concept of product positioning and discuss different positioning strategies with suitable examples.	K2	CO4
5	20	Demonstrate the importance of evaluating marketing communication effectiveness and the methods used for assessment.	K2	CO5

Z-Z-Z

END