

Exam Date & Time: 28-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MSc DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - APPLIED PSYCHOLOGY
MARKETING AND CONSUMER BEHAVIOUR [18PSP25]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) The art of exploring, creating and delivering value to satisfy the needs of a target is _____
 (i) Selling
 (ii) Marketing
 (iii) Channel
 (iv) Buying (1)
- 2) The flow of goods and services towards consumption is called _____
 (i) Product cycle
 (ii) Marketing
 (iii) Supply chain
 (iv) Management (1)
- 3) Set of external factors and forces not controlled by the company but influences its development is called _____
 (i) Demographic environment
 (ii) Marketing Environment
 (iii) Macro Environment
 (iv) Micro environment (1)
- 4) Effectiveness of marketing is measured by
 (i) Sales
 (ii) Marketing Metrics
 (iii) Profit
 (iv) Public awareness (1)
- 5) Dividing the total market based on the customer buying patterns is called _____ segmentation.
 (i) Behavioural
 (ii) Psychographic
 (iii) Geographic
 (iv) Demographic (1)
- 6) (1)

Like human being products also have their own _____.

- (i) Life
- (ii) Life cycle
- (iii) Growth
- (iv) Decline

- 7) The commercial value that derives from consumer perception of the brand name rather from the product or service itself is called brand _____.
 (i) Building
 (ii) Portfolios (1)
 (iii) Extensions
 (iv) Equity
- 8) Brand stretching is also called as _____.
 (i) Brand equity
 (ii) Brand portfolios (1)
 (iii) Brand extensions
 (iv) Brand building
- 9) How happy with the company's product or service is _____.
 (i) Satisfaction
 (ii) Loyalty (1)
 (iii) Value
 (iv) Quality
- 10) Goods move from point of production to point of consumption through _____.
 (i) Buyers
 (ii) Wholesalers (1)
 (iii) Sellers
 (iv) Channels

SECTION B

Answer all the questions.

- 11) Explain the importance and scope of marketing. (7)
 a)
 [OR] Describe about marketing information system. (7)
 b)
- 12) Show how micro environment influence marketing. (7)
 a)
 [OR] Explain marketing dashboards. (7)
 b)
- 13) State the reasons for segmentation. (7)
 a)
 [OR] Explain product positioning strategy. (7)
 b)

- 14) Bring out ways to balance competitors and customer orientation. (7)
- a)
[OR] State about brand equity. (7)
b)
- 15) Sketch the importance of monitoring customer satisfaction. (7)
- a)
[OR] Explain various ways of attracting customers. (7)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Evaluate the importance of market environment scanning. (10)
- 17) Analyze various ways of measuring marketing productivity. (10)
- 18) Differentiate various market segments. (10)
- 19) Elucidate branding strategy with an example. (10)
- 20) Compare and contrast various marketing channels. (10)

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