

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022  
(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 x 1 = 10)

- Which one of the following is NOT a Marketing Mix \_\_\_\_\_?  
(i) Product (ii) Partnership  
(iii) Place (iv) Promotion
- The concept of marketing mix was developed by \_\_\_\_\_.  
(i) N.H. Bordon (ii) Philip Kotler  
(iii) Stanton (iv) W.Anderson
- Market segmentation based on occupation is \_\_\_\_\_ type of segmentation.  
(i) psychographic (ii) psychographic  
(iii) demographic (iv) geodemographic
- By which of the following process a company creates a distinct image and identity for its products or services in consumer's mind?  
(i) Segmenting (ii) Positioning  
(iii) Branding (iv) Customising
- In which of the following ways digital marketing is used to enhance brand equity?  
(i) Creating favourable attitudes (ii) Capturing new segments  
(iii) Creating strong brand associations (iv) All of the above
- The informal transmission of ideas, comments, opinions, and information between two people is called \_\_\_\_\_.  
(i) opinion leadership (ii) word-of-mouth communication  
(iii) compliance (iv) acceptance
- The \_\_\_\_\_ buys goods and services for his or her own use.  
(i) personal consumer (ii) organizational consumer  
(iii) industrial consumer (iv) business consumer
- \_\_\_\_\_ is a degree of a consumer's willingness to adopt new products shortly after they are introduced.  
(i) materialism (ii) impulsivity  
(iii) brand loyalty (iv) innovativeness
- \_\_\_\_\_ is the ratio between customers' perceived benefits and the resources they use to obtain those benefits.  
(i) Customer value (ii) Market value  
(iii) Product value (iv) Position value
- The study of human population in terms of size, density, location, age is \_\_\_\_\_.  
(i) political demography (ii) cultural demography  
(iii) demography (iv) economic demography

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 7 = 35)

11. a) Explain production concept.

OR

b) Describe selling and marketing.

12. a) State the bases of segmentation.

OR

b) Classify products.

13. a) Narrate the brand building process.

OR

b) Outline marketing ethics and social responsibility.

14. a) Show how different buying roles affect buying behavior.

OR

b) Develop a 7 O's framework for understanding consumer behavior.

15. a) Narrate consumer movement in India.

OR

b) How do you measure consumer satisfaction?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks

(3 x 10 = 30)

16. Discuss the marketing process.

17. Identify target marketing strategies.

18. Examine advertisement process.

19. Discuss the factors influencing consumer behavior.

20. Survey various marketing environment.

Z-Z-Z

END