

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2019
(Sixth Semester)

Branch- **PSYCHOLOGY**

FUNDAMENTALS OF MARKETING AND CONSUMER BEHAVIOUR

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is consumer movement?
- 2 Define MIS.
- 3 Define consumer.
- 4 Define marketing.
- 5 Write three characters affecting consumer behaviour.
- 6 What is meant by consumer decision making process?
- 7 Define advertisement.
- 8 Define promotion.
- 9 What are consumer products?
- 10 What is meant by product?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write five importance of studying consumer behaviour in the new digital age.
OR
- b Write any three process involved in marketing.
- 12 a Write any three cultural and social characteristics that affect consumer behaviour.
OR
- b Write the various levels of product.
- 13 a How to design distribution channels?
OR
- b Explain the purpose of promotion in marketing.
- 14 a Write a short notes on adoption process.
OR
- b Write any three promotion strategies to improve marketing.
- 15 a Write any three strategies to introduce new products in the market.
OR
- b What is the use of marketing research?

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Describe how to analyze marketing information.
- 17 Discuss the various components of marketing environment.
- 18 Discuss the various psychological characteristics that affecting consumer behaviour.
- 19 Explain the principles of advertising.
- 20 Explain any one model of consumer decision making.