

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2017
(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 Define consumer needs. .
- 2 What is consumer movement?
- 3 Define micro environment.
- 4 What is marketing information?
- 5 What is buyer decision process?
- 6 What is sales promotion? . • *
- 7 Define 'Price'.
- 8 What is market segmentation?
- 9 "Leadership" - Define.
- 10 What is adoption process?

SECTION ■ B (25 Marks)

Answer ALL Questions

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

- 11 a Write a note on marketing management orientation.
OR
b Write about consumer behaviour in relation to society.
- 12 a What are the components of microenvironment of marketing?
OR
b Enumerate the steps involved in effective marketing segmentation.
- 13 a Explain buyer decision process.
OR
b Explore the cultural and social characteristics of consumer behaviour. .
- 14 a Explain product development strategy.
OR
b How distribution channels are designed?
15. a Write briefly on 'Opinion leadership'.
OR
b Explain the meaning of consumer decision process^

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Discuss the evolution and development of analysing marketing information.
- 17 Describe the consumer movement.
- 18 Elaborate on the characteristics affecting consumer behaviour.
- 19 Enumerate the basic principles of advertising.
- 20 Discuss the major models of consumer decision making.