

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)**

Branch – APPLIED PSYCHOLOGY

MARKETING AND CONSUMER BEHAVIOUR

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 x 1 = 10)

- 1 _____ is a system of organizations, people, activities, information, and resources involving in supplying a product or service to a consumer
 (i) Supply chain (ii) Marketing channel
 (iii) Delivery channel (iv) Pickup chain
- 2 Which of these is a longer channel stretching from raw materials to components to final products that are carried to final buyers
 (i) Marketing channels (ii) Competition
 (iii) Supply chain (iv) Segmentation
- 3 Which of these is an unpredictable pattern, short lived and without social, economic and political significance?
 (i) Megatrends (ii) Need
 (iii) Trends (iv) Fad
- 4 _____ is used to analyze the data from a variety of sources such as retailer scanner data.
 (i) Marketing mix modeling (ii) Marketing dashboards
 (iii) Marketing metrics (iv) Performance score card
- 5 Which is the type of preference that results when natural market segments emerge from groups of consumers with shared preferences?
 (i) Flexible (ii) Homogeneous
 (iii) Diffused (iv) Clustered
- 6 Name the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market.
 (i) Positioning (ii) Proposition
 (iii) Categorising (iv) Developing
- 7 A group of firms following the same strategy in a given target market is called as
 (i) Non-strategic group (ii) Strategic group
 (iii) Passive group (iv) Inactive group
- 8 The marketer's vision of what the brand must be and do for consumers is termed as
 (i) Customer based brand (ii) Brand knowledge
 (iii) Brand promise (iv) Brand equity
- 9 Which of the following is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance of their expectation?
 (i) Loyalty (ii) Value
 (iii) Feedback (iv) Satisfaction
- 10 An organized collection of comprehensive information about the individual customers is known as _____
 (i) Seller database (ii) Customer database
 (iii) Labour database (iv) Organization database

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Explain the importance and scope of marketing.
OR
b Describe environment scanning.
- 12 a Illustrate population growth and population age mix in analyzing micro environment.
OR
b Write an account on measuring marketing productivity.
- 13 a Analyze the levels of market segmentation.
OR
b Summarize the point of difference and points of parity.
- 14 a Explain the competing forces.
OR
b Describe the process of measure brand equity.
- 15 a Explain customer perceived value.
OR
b Analyze the importance and roles of channels.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Enumerate the core marketing concepts in detail.
- 17 Analyse micro and macro environment.
- 18 Discuss product life cycle strategies.
- 19 Explain in detail how branding strategy is devised.
- 20 Examine how customer relationship is cultivated.

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)**

Branch – **APPLIED PSYCHOLOGY**

COUNSELLING PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

- 1 _____ is a short-term therapy that focuses on encouraging client's strengths.
 (i) cognitive - behavioural therapy (ii) integrative therapy
 (iii) common-factors therapy (iv) well-being therapy
- 2 A person with a phobia of horses would likely benefit most from which type of therapy?
 (i) systematic desensitisation. (ii) group therapy.
 (iii) psychoanalysis (iv) family therapy.
- 3 Warm, friendly understanding condition which is essential for an effective relationship between the client and the counsellor is
 (i) rapport (ii) transference
 (iii) attitude (iv) relationship
- 4 Which of the following is not a tool used by the career guidance counsellor?
 (i) DAT (ii) GATB (iii) DBDA (iv) SVIB
- 5 Which of the following tools is most useful for diagnosing study related problem?
 (i) Rorschach. (ii) Self-monitoring.
 (iii) the mmpi. (iv) role play
- 6 Find out the Freudian technique.
 (i) unconditional regard. (ii) non-directive therapy.
 (iii) free association. (iv) transactional analysis.
- 7 Guiding school children and young people can be easily done with _____.
 (i) child psychology (ii) clinical psychology
 (iii) developmental psychology (iv) educational counseling
- 8 In education, _____ is used to make inference about the learning and development of students.
 (i) assessment (ii) evaluation
 (iii) C measurement (iv) diagnosis
- 9 Maturation and _____ go hand in hand in development.
 (i) evolution. (ii) involution.
 (iii) development. (iv) learning
- 10 Counselling Psychology differs from Clinical Psychology in that
 (i) it is more concerned with the treatment of inpatients
 (ii) it is more concerned with severe behaviour pathology.
 (iii) it is more concerned with everyday problems in living.
 (iv) It is more concerned with chronic patients.

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Outline the mental hygiene movement.
OR
b Discuss the counselling and psychotherapy.
- 12 a Illustrate the portrait of an effective counsellor.
OR
b Describe the Roger's self theory.
- 13 a Classify types of psychological tests.
OR
b Summarise the limitations of diagnosis.
- 14 a Describe group counselling and its value.
OR
b Briefly explain difference between individual and group counseling.
- 15 a Examine counselling the delinquent.
OR
b Describe the pre marital counseling.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Examine factors contributing to the emergence of counseling.
- 17 Elucidate the psychoanalytic - humanistic approaches.
- 18 Distinguish non verbal communication in interview.
- 19 Enumerate on guidance and counselling in educational setting.
- 20 Elucidate the role of government of India and universities in Counselling and Guidance.

Z-Z-Z

END