

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BSc DEGREE EXAMINATION JUNE 2014  
(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)

**Define the following :**

- 1 Micro marketing.
- 2 Marketing.
- 3 Buying.
- 4 Stratified sampling.
- 5 Product.
- 6 Price lining.
- 7 Marketing Channel.
- 8 Wholesaler.
- 9 Perception.
- 10 Promotion.

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a Explain the nature of marketing.  
OR  
b Write the scope of marketing.
- 12 a What is the need for marketing research?  
OR  
b Explain marketing information system.
- 13 a Write the purpose of promotion.  
OR  
b How can you determine the intensity of distribution?
- 14 a How does learning influence consumer behaviour?  
OR  
b Does perception play a role in consumer behaviour.
- 15 a What is adoption process?  
OR  
b List out the Promotion strategies.

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 What is consumer behaviour and movement?
- 17 Enumerate the different methods of market segmentation.
- 18 Describe important channels of distribution.
- 19 Discuss the role of personality and motivation in consumer behaviour.
- 20 In detail explain the models of consumer decision making.

Z-Z-Z

END