

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – APPLIED PSYCHOLOGY

MARKETING AND CONSUMER BEHAVIOUR

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Marketers view sellers as the industry and use the term.....to describe customer groups.
(i) User (ii) Buyer
(iii) Influencer (iv) Market
2. Successful companies recognize and respond profitable toand.....
(i) Unfilled needs and filled need (ii) Trend and satisfied needs
(iii) Unmet needs and trends (iv) Satisfied need and trends
3.is a key factor in marketing many products and services.
(i) Age (ii) Segmentation
(iii) Targeting (iv) Positioning
4. Attacker matches its opponent's product, advertising, price, and distribution called as:
(i) Bypass attack (ii) Encirclement attack
(iii) Frontal attack (iv) Flank attack
5.is the evaluated value that a customer perceives to obtain by buying a product.
(i) Customer satisfaction (ii) Perceived benefits
(iii) Customer value (iv) Customer Perceived Value

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Discuss the scope of marketing.
OR
b) Differentiate between needs, wants, demands in the marketing.
7. a) Analyze the fads, trend and megatrend.
OR
b) Explain the population age mix.
8. a) Illustrate the niche marketing.
OR
b) Discuss the demographic segmentation.
9. a) Prepare the strategies to identifying the competitors.
OR
b) Organize the brand resonance pyramid.

Cont...

10. a) Assume some important characteristics of loyal customer.
OR
b) Recommend the techniques to cultivating customer relationship.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Interpret the who markets.
OR
b) Construct the key customer markets.
12. a) Design the marketing research process.
OR
b) Compare the marketing mix modelling, and marketing dashboards.
13. a) Enumerate the psychographic segmentation.
OR
b) Create product life cycle marketing strategies.
14. a) Invent the strategy to balancing competitor.
OR
b) Analyze how to managing brand equity.
15. a) Create the strategies to attracting and retaining customers.
OR
b) Develop the integrated marketing channels.

Z-Z-Z

END