

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2023
(Third 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 Which term refers to the process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors?
(i) Segmentation (ii) Targeting
(iii) Positioning (iv) Differentiation
- 2 Which of the following is a common method for collecting primary data in consumer research?
(i) Observing competitors (ii) Conducting surveys
(iii) Analysing historical sales data (iv) Reviewing industry reports
- 3 Which of the following is a situational factor that can influence consumer behavior?
(i) Personality (ii) Social class
(iii) Economic conditions (iv) Beliefs
- 4 During which stage of the consumer decision-making process does the consumer evaluate the available options and narrow down choices?
(i) Problem recognition (ii) Information search
(iii) Purchase (iv) Evaluation of alternatives
- 5 Which social media platform is known for its character limit for text-based posts, making concise and impactful content essential?
(i) Twitter (ii) Instagram
(iii) Facebook (iv) LinkedIn

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Describe the significance of consumer behavior in marketing.
OR
b Analyse social responsibility in marketing.
- 7 a Organize the applications of market research.
OR
b Explain the importance of positioning.
- 8 a Illustrate the impact of situational influences on consumer behavior.
OR
b Determine the role of reference groups in consumer behavior.

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- 9 a Classify the types of problem recognition.
OR
b Describe the significance of brand perception in consumer decision making.
- 10 a Produce the implications of persuasion in marketing.
OR
b Explain the role of brand positioning in differentiating across brands.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Differentiate market segmentation, targeting, and positioning (STP) in marketing strategy.
OR
b Determine the impact of consumer activism and socially conscious consumer behavior on marketing practices.
- 12 a Compare and contrast qualitative and quantitative research methods in consumer research.
OR
b Interpret behavioral segmentation using relevant examples.
- 13 a Evaluate the influence of attitudes and beliefs on consumer behavior.
OR
b Analyse the role of opinion leaders and influencers in shaping consumer preferences.
- 14 a Differentiate high-involvement and low-involvement decision-making. Provide examples of products or services that typically fall into each category.
OR
b How do consumers use decision heuristics and rules of thumb in evaluating alternatives? Provide examples of common heuristics.
- 15 a Compare and contrast traditional advertising channels (TV, radio, print) with digital advertising channels (online display ads, social media) to understand changes in consumer behavior.
OR
b Survey the factors that influence brand loyalty among consumers. Substantiate using a relevant example the consequences of brand loyalty to both marketers and consumers.

Z-Z-Z

END