

Exam Date & Time: 26-Sep-2020 (10:00 AM - 01:30 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BSc DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - PSYCHOLOGY

FUNDAMENTALS OF MARKETING AND CONSUMER BEHAVIOUR [14PSU23]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) What are needs, wants, and demands? (2)
- 2) Write a short note on customer value. (2)
- 3) List out the micro environmental forces that are close to company. (2)
- 4) What is generational marketing? (2)
- 5) State the meaning of subculture. (2)
- 6) Mention the AIO dimensions. (2)
- 7) Differentiate core product and actual product. (2)
- 8) State any two common pricing mistakes. (2)
- 9) Differentiate high involvement decision and low involvement decision. (2)
- 10) Draw the stages in the adoption process. (2)

SECTION B

Answer all the questions.

- 11) Describe the five core concepts of marketing. (5)
 - a) [OR] Define and explain the nature of consumer behavior. (5)
 - b)
- 12) Analyze the micro environmental forces that impact on the marketing efforts. (5)

- a)
[OR] Narrate the role of marketing intermediaries in the marketing process. (5)
b)
- 13) Explain the buyer as the black box. (5)
- a)
[OR] How do the social class variables affect the consumer? (5)
b)
- 14) Elucidate the levels of products. (5)
- a)
[OR] Analyze the factors to consider when setting the prices. (5)
b)
- 15) Describe the need recognition phase of consumer behavior. (5)
- a)
[OR] Mention the levels of consumer decision making. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Discuss the evaluation of marketing and consumer behaviour. (10)
- 17) Elucidate the role of Marketing Information System. (10)
- 18) Critically evaluate the characteristics affecting the consumer behavior. (10)
- 19) Analyze the principles of advertising. (10)
- 20) Discuss the models of consumer decision making. (10)

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