

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2019  
(Fourth Semester)

Branch - APPLIED PSYCHOLOGY

**MARKETING & CONSUMER BEHAVIOUR**

Time: Three Hours

Maximum: 75 Marks

**SECTION -A (30 Marks)**

Answer ALL questions  
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 1 a Present the scope of Marketing.  
OR  
b Explain the bases for segmenting consumer markets.
- 2 a What is Product Mix?  
OR  
b Highlight the role of marketing channels.
- 3 a Write about the features of Direct marketing.  
OR  
b How would you measure Advertising Effectiveness?
- 4 a Explain In Store Purchasing Behaviour.  
OR  
b Discuss Consumer Legislation in India.
- 5 a Draw out the influences of Values on Consumer Behaviour.  
OR  
b What is Opinion Leadership?

**SECTION -B (45 Marks)**

Answer any THREE questions  
ALL questions carry EQUAL Marks (3 x 15 = 45)

- 6 Discuss the market research process.
- 7 Throw light on any five marketing mix factors.
- 8 How is the Advertising programme developed and managed?
- 9 Write about the contemporary models of Consumer Behaviour.
- 10 What are the marketing implications of personality, learning, memory and perception?