

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2018  
(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 Define marketing and explain the scope of marketing.  
OR  
b What are the forces that influence marketing? Explain with an example.
- 2 a What is a product? And explain the product life cycle.  
OR  
b Define branding and explain it with an example.
- 3 a What is direct marketing? And what are the benefits of it?  
OR  
b How to measure the effectiveness of advertising? Explain.
- 4 a What is consumer behavior? And explain the application value of it.  
OR  
b Differentiate between in-store purchases with non-store purchases.
- 5 a Discuss the role of culture in consumer decision.  
OR  
b What are reference groups? And explain the significance for marketers.

**SECTION -B (45 Marks)**

Answer any **THREE** questions

**ALL** questions carry **EQUAL** Marks (3 x 15 = 45)

- 6 Explain market segmentation and discuss the bases for segmenting.
- 7 Discuss product pricing with appropriate examples.
- 8 What is a product? And elaborate the importance and features of it.
- 9 Discuss the contemporary models of consumer behaviour.
- 10 Explain how the personal variables influence product purchase decisions.