

B.A. / B.V.A. DEGREE EXAMINATION APRIL 2019
FOURTH SEMESTER

COURSE : ALLIED - ELECTIVE
PAPER : CONSUMER PSYCHOLOGY
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN ABOUT 50 WORDS EACH: (10 X 2 = 20)

1. Define consumer behaviour.
2. Define motive.
3. Define personality.
4. Define communication.
5. Define consumer insight.
6. Define reference group.
7. Define meaning of culture.
8. What are the types of decision behaviour?
9. Define need.
10. What is family?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN ABOUT 250 WORDS EACH: (5 X 8 = 40)

11. What is the scope of consumer behavior?
12. Discuss the importance of consumer behaviour.
13. List down the types of consumer motivation.
14. What are the key issues in designing persuasive communications?
15. Write short notes on personality and consumption.
16. Explain briefly the types of reference group influence.
17. What are the variables affecting family and household consumption?
18. How gender affects consumer behaviour?

SECTION – C

ANSWER ANY TWO QUESTIONS IN ABOUT 1000 WORDS EACH: (2 X 20= 40)

19. Explain the nature of consumer behaviour.
20. How do personality traits influence consumption behavior?
21. Discuss the EKB model of consumer behaviour. Support your answer with appropriate examples.
22. Explain consumer information processing model.
