STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019 – 2020 & thereafter)

B. Sc. DEGREE EXAMINATION, NOVEMBER 2022
PSYCHOLOGY
THIRD SEMESTER

COURSE   :   ALLIED – CORE
PAPER   :   FUNDAMENTALS OF CONSUMER BEHAVIOUR
TIME   :   3 HOURS   MAX.MARKS:100

SECTION – A
I. ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS.
                                                                   (10x3=30)

1. Define consumer behaviour.

2. Define consumer motives.

3. Define brand personification.

4. List the different types of decision-making stages

5. What is the difference between enculturation and acculturation?

6. Define consumer communication.

7. Explain the marketing mix.

8. Explain POP.

9. What is consumer socialization?

10. Define advertising appeals.

SECTION – B
II. ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250
    WORDS.   **(5x8=40)**

11. Write on the EKB model with appropriate examples.

12. Explain the difference between a customer and a consumer. Support your

    answer with examples.

13. Exemplify any product for which the marketer might apply to at least three of the

    stages in the hierarchy model at the same time.

14. What are advertising appeals? Discuss their types and uses.

15. Describe the importance of consumer behaviour.

16. Explain "cultural beliefs reflect consumer needs".

17. Elucidate situations that can cause problem recognition in the first stage of decision-

    making.

18. Illustrate the self-concept theory. How does it influence consumer purchase?

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SECTION – C

III. ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS. **(2x15=30)**

19. Explain Maslow's hierarchy of needs with appropriate products or services to substantiate your answer.

20. Justify "personality traits are linked to consumption patterns."

21. You are the marketing Vice President of a large beverage company. You are about to sign a contract with a Glam Superstar Actress to promote a soft-drink. Discuss the reference group factors you would consider before the actress is hired.

22. Elucidate on the EKB model of decision making. Outline two situations that can influence the purchase decision.

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