

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

SUBJECT CODE: 19PY/ME/CY45

B.Sc DEGREE EXAMINATION APRIL 2023
PSYCHOLOGY
FOURTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : CONSUMER PSYCHOLOGY
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN ABOUT 50 WORDS EACH: (10 X 3 = 30)

1. Define consumer behavior
2. Describe symbolism and give an example
3. Explain generic goals & product-specific goal
4. Define positive and negative reinforcement
5. Name forms of reference group influence
6. Define communication
7. What are heuristics, and describe any two types of heuristics?
8. Explain following
 - Absolute threshold
 - Differential threshold
9. Describe intrinsic and extrinsic motivation
10. Explain framing effect

SECTION – B

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

11. Describe general model of consumer behavior
12. Throw light on types of consumer needs
13. Explain EKBMModel
14. Discuss classical conditioning from a consumer perspective
15. Briefly summarize elements of consumer perception
16. Write a note on the family life cycle.
17. Explain psychographics
18. Elaborate on the communication process with relevant consumer examples.

SECTION – C

ANSWER ANY TWO QUESTIONS IN ABOUT 1000 WORDS EACH: (2 X 15= 30)

19. Elaborate stages and types of decision making
20. Explain the relationship of personality traits and consumer behavior
21. Elucidate family decision making and consumption related roles
22. Give a detailed account on consumer communication process
