

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

B.Sc DEGREE EXAMINATION APRIL 2024
PSYCHOLOGY
FOURTH SEMESTER

COURSE : **MAJOR ELECTIVE**
PAPER : **CONSUMER PSYCHOLOGY**
SUBJECT CODE : **19PY/ME/CY45**
TIME : **3 HOURS** **MAX. MARKS: 100**

SECTION – A

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

1. What is meant by consumer behaviour?
2. Define differential threshold.
3. Distinguish between rational motive and emotional motive.
4. Define personality how it is related to consumer behaviour?
5. List out the two types of reinforcement with an example.
6. What are the components of communication?
7. What is meant by reference group?
8. List out the four parental styles and their attitude towards advertising and yielding to children's buying requests.
9. Define decision making.
10. What is meant by order effect?

SECTION – B

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

11. Discuss the facets of personality.
12. Illustrate the levels of consumer decision making.
13. Explain the role of any three stages of family life cycle in market segmentation and targeting.
14. Discuss the role of repetition in advertising.
15. Define psychological noise and list out the strategies used by marketers to overcome it.
16. Discuss on consumer innovators and innovativeness.
17. Elaborate on the hierarchy of needs with relevance to consumer behaviour.
18. Explain the four patterns of husband – wife decision making and list out the tactics used by children to get their way during family decisions

SECTION – C

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

19. Explain the nature and importance of consumer behaviour
20. Discuss operant conditioning and the role of reinforcement in shaping.
21. Examine the factors affecting reference group influence and discuss the relation between group membership and the type of group influence.
22. Explicate the EKB Model in detail.
