

**B.Sc DEGREE EXAMINATION APRIL 2026**  
**PSYCHOLOGY**  
**FOURTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : CONSUMER PSYCHOLOGY**  
**SUBJECT CODE : 23PY/ME/CY45**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

Q. No.	SECTION A Answer all the questions not exceeding 50 words (10 x 3=30)	CO	KL
1.	Define consumer behavior.	CO1	K1
2.	List the sequential steps in the motivation process in a flow chart.	CO1	K1
3.	State two forms of reinforcement and provide an example for each.	CO1	K1
4.	What is consumer socialization?	CO1	K1
5.	Define consumer decision-making.	CO1	K1
6.	Outline the major bases of market segmentation.	CO2	K2
7.	Explain the different types of needs in consumer motivation.	CO2	K2
8.	Differentiate between traditional media and new media.	CO2	K2
9.	Interpret the significance of reference groups in consumer behavior.	CO2	K2
10.	Explain how problem recognition initiates the consumer decision-making process.	CO2	K2
Q. No.	SECTION B Answer all the questions not exceeding 400 words (5 x 8=40)	CO	KL
11.	a) Differentiate absolute and differential thresholds and discuss their implications for consumer perception. (or) b) Compare and organize the major facets of personality relevant to consumer behaviour.	CO4	K4
12.	a) Analyze the process of classical conditioning and examine its relevance to consumer behavior. (or) b) Examine the variables that affect how reference groups shape buying decisions.	CO4	K4
13.	a) Distinguish between the levels of consumer decision-making and interpret their marketing implications. (or) b) Analyze how the elements of the marketing mix operate together to shape consumer responses.	CO4	K4
14.	a) Critically appraise the role of cognitive learning in consumer behaviour. (or) b) Evaluate the effectiveness of the communication process in influencing purchase behaviour through media channels.	CO5	K5
15.	a) Assess the impact of children's preferences and family dynamics on household consumption choices. (or) b) Evaluate the strengths and limitations of the EKB Model in explaining consumer behavior.	CO5	K5

Q. No.	SECTION C Answer any 2 questions not exceeding 800 words (2 x 15=30)	CO	KL
16.	<p><i>Meera, a 21-year-old college student, plans to purchase a laptop for her final-year academic project. She notices advertisements on social media, receives recommendations from friends, compares prices online, checks product reviews, and finally purchases a mid-range laptop during a festive sale after evaluating features such as brand reputation, RAM capacity, battery life, and warranty.</i></p> <p>Apply the General Model of Consumer behaviour to interpret Meera's purchase decision.</p>	CO3	K3
17.	A smartphone brand introduces a limited-edition luxury model. Using any five personality traits, demonstrate how variations in personality can influence consumer purchase decisions.	CO3	K3
18.	Develop a persuasive promotional message for a sustainable clothing brand and demonstrate how communication strategies can influence consumer attitudes and purchase intention.	CO3	K3
19.	A food brand launches a healthy snack targeted at school-going children. Demonstrate how the family functions as a socialization agent in influencing the acceptance and purchase of this product.	CO3	K3

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