

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For Candidates admitted during the academic year 2015 – 2016 & thereafter)

SUBJECT CODE: 15PY/AE/CP45

B.Sc./B.Com./B.B.A. DEGREE EXAMINATION APRIL 2018
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. Differentiate between personal consumer and organizational consumer.
2. Distinguish between dormant motives and conscious motives. Provide an example.
3. What is the difference between generic goals and product-specific goals?
4. What is psychological noise? How can marketers counter it?
5. Define POP.
6. Explain psychographics.
7. What is interactive TV?
8. Word-of-mouth is the best form of advertising. Give reasons.
9. List the stages of family life cycle.
10. List the types of decision rules.

SECTION – B

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

11. What is the marketing concept? Explain marketing mix with appropriate examples.
12. Apply Murray's list of psychogenic needs to consumer behavior.
13. What is impression-based targeting? State its advantages.
14. Explain shopping groups and virtual communities as reference groups.
15. How do marketers use celebrities in promotional strategies?
16. Explain culture and rituals as influencers of consumption.
17. Compare and contrast nominal decision making and extended decision making.
18. Explain the EKB model of decision making with examples.

SECTION – C

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

19. Explain how personality traits influence consumer behavior.
20. Describe in the Indian context on how consumer decisions can be made. Give examples.
21. Write a note on mobile advertising.
22. Who are opinion leaders? What are their characteristics? How can opinion leadership be measured?
