

B. M. S. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2018**(2015 Admission Regular)****SEMESTER VI - CORE****CO6B19TB - CONSUMER PSYCHOLOGY****Time : 3 hours Hours****Maximum Marks : 80****Part A****I. Answer all questions. Each question carries 1 marks****(6x1=6)**

1. Define attitude
2. What is Superego?
3. What is VALS?
4. What is a celebrity endorsement?
5. Explain what is conditioning
6. What is subliminal perception?

Part B**II. Answer any Seven questions. Each question carries 2 marks****(7x2=14)**

7. What are the two major learning theories?
8. What is differential threshold and absolute threshold?
9. What is the difference between culture and sub-culture?
10. What is a non-traditional FLC ? How is it different from the traditional FLC?
11. Customer Satisfaction and Loyalty are related. Explain
12. "Acquiring a new customer is 5 times more expensive than retaining an existing one". Comment.
13. Why is it said that the customer is always right?
14. How does loyalty result in word of mouth? Give examples
15. What is a stereotype? What is its relevance in consumer behaviour?
16. 'Loyal customers cost less to serve'. Elaborate.

Part C**III. Answer any Five questions. Each question carries 6 marks****(5x6=30)**

17. Highlight the difference between consumer buying and organizational buying process.
18. What are the methods for measurement of culture?
19. Depict the influence of culture and sub-culture on consumer decision making.
20. Why is it important for marketers to manage customer expectation?
21. Why is customer loyalty important to marketers?
22. Is it possible to have attitudinal loyalty without behavioral loyalty? Enumerate with example.
23. Are all customers equal? Discuss this idea in the context of Pareto's principle.
24. Discuss the concept of CLV

Part D**IV. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

25. Explain the steps in consumer decision making with an example.
26. Discuss the relationship between internal quality and profits for business
27. Discuss the stages of customer loyalty and the customer types encountered at each stage.
28. Discuss the various means of measuring customer loyalty.