

TM244842D

Reg. No : .....

Name : .....

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024  
2022 ADMISSIONS REGULAR  
SEMESTER IV - Psychology ELECTIVE COURSE  
PY4EB03TM - Consumer Behavior and Advertising Psychology

Time : 3 Hrs Hours

Maximum Weight : 30

**Part A**

**I. Answer any Eight questions. Each question carries 1 weight (8x1=8)**

1. Explain Marketing Mix factors?
2. Discuss Reference Group and explain how this group influences people in their purchase decision process?
3. How culture influences consumer behavior? Explain with suitable examples
4. Write a short note on Relationship Marketing and Word of Mouth Marketing?
5. Write a short note on attribute positioning and price/quality positioning?
6. List down and explain any four positive effects of advertisement?
7. List down the advantages of trade shows?
8. Explain the following terms a) Top of the Mind b) Sensory Memory c) Memory Retrieval
9. Explain the concept of attitude and discuss how attitude formation is related to advertisement?
10. Explain the concept of likeability in the Principle of Influence?

**Part B**

**II. Answer any Six questions. Each question carries 2 weight (6x2=12)**

11. Explain the four types of consumer behavior based on degree of involvement and perception of difference among brands. Explain each with examples?
12. Explain Life Style Segmentation and its dimensions?
13. Explain the following types of marketing a) Cause Marketing b) Digital Marketing c) Relationship Marketing d) Word of Mouth Marketing
14. Discuss the positive and negative effects of advertisement?
15. Discuss the classification of advertisement based on media that the marketers are using?
16. Explain the importance of Customer knowledge in marketing and discuss how marketers can improve customer knowledge?
17. Explain the following terms: a) Shallow Processing, Intermediate Processing and Deep Processing b) Episodic Memory and Semantic Memory
18. "The way to love anything is to realize that it might be lost". Elucidate this statement and discuss how a marketer can use this principle to influence/persuade people to be their customers?

**Part C**

**III. Answer any Two questions. Each question carries 5 weight (2x5=10)**

19. Explain the factors influencing product choice by customers?
20. Explain the strategies that are adopted by companies to meet and satisfy customer needs?
21. Explain the concept of positioning in marketing and discuss the different positioning strategies that can be adopted by marketers?
22. Discuss Reciprocity Principle and Commitment/Consistency Principle?

