

PG-961**MSY-22**

M.Sc. DEGREE EXAMINATION –
JUNE 2010.

Second Year

Psychology

**MARKETING PSYCHOLOGY AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer should not exceed 1 page.

1. What are the concepts involved in marketing activities?
2. Mention the contents of the marketing plan.

3. Describe the components of marketing communication risk.
4. What are the stages involved in consumer decision making?
5. How are motives aroused?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Discuss the fundamental marketing concepts.
7. What are the steps to improve the quality of marketing intelligence?
8. Outline the major media types.
9. Describe the basis for market segmentation.
10. Examine the stages of family life cycle relevant to marketing strategy.
11. How is social class measured? Explain.
12. What are the personality characteristics that influence market segmentation? Explain.
