

PG-267**MSY-22**

M.Sc. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005-06 batch onwards)

Second Year

Psychology

**MARKETING PSYCHOLOGY AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

1. Explain the Market-oriented strategic planning.
2. Describe the customer adoption process.
3. What are the different sales promotion strategies? Explain.
4. Explain the criteria used for Market segmentation.
5. What are the different types of Reference groups? Explain.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Give an account of the strategic planning for managing marketing.
7. Explain the components of Marketing Information system.
8. What are the important considerations for developing an Advertisement Program?
9. Discuss the post purchase behaviour in the buying process.
10. How to build customer satisfaction? Discuss.
11. Explain the role of opinion leadership in marketing.
12. What are the applications of Learning and Memory for Advertising?
