

PG-717**MSY-22**

M.Sc. DEGREE EXAMINATION —
JANUARY, 2009.

Second Year

Psychology

MARKETING PSYCHOLOGY AND CONSUMER
BEHAVIOUR

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed
2 pages.

Answer for 15 marks questions should not exceed
5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain the general electric model of business portfolio evaluation.
2. How will you develop a positioning strategy? Discuss.
3. Discuss the main tools of marketing public relations.

4. Explain the different types of buying behaviour.
5. Determine the characteristics and functions of attitudes.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss in detail the basic concepts of marketing.
7. How will you assess competitor's strength and weaknesses? Explain.
8. Explain the new product - development process.
9. Define sales promotion and discuss the major decisions in sales promotion.
10. Discuss the nature of high performance business.
11. List out the importance of family influences on consumer behaviour.
12. Classify the learning process and apply alternative learning concepts to consumer behaviour.