

PG-275

MSY-10

**M.Sc. DEGREE EXAMINATION –
JANUARY 2015.**

Second Year

Psychology

**MARKETING PSYCHOLOGY AND CONSUMER
BEHAVIOR**

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

Each answer should not exceed 1 page.

1. What are the broad areas of marketing research?
2. Classify consumers based on their behavior roles.
3. Identify the roles in family decision making.
4. State the ways of measuring personality.
5. Enumerate the dimensions of involvement.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Outline the approaches to data collection.
 7. Describe the major categories of market segmentation.
 8. Explain the comprehensive classification of major motive influences.
 9. Highlight the major consumer reference groups.
 10. Write an essay on measurement of motives.
 11. How does personality provide insight into consumer behavior?
 12. Give an account of sources of attitude development.
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