

PG-272

MSY-7

**M.Sc. DEGREE EXAMINATION —
JANUARY, 2015.**

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. Explain the steps to develop effective communication?
2. Trace the relationship between marketing and consumer behaviour.
3. Define marketing research.
4. Mention some of the common marketing errors.
5. Write short note on analyzing industries and competitions.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Explain the process of market oriented strategic planning.
 7. What is meant by market segment? Explain the bases for market segmentation.
 8. Describe the levels and patterns of market segmentation.
 9. How will you assess marketing's critical role in organizational performance? Explain.
 10. Elaborate the process of managing marketing information.
 11. Illustrate marketing information system.
 12. Elucidate the factors influencing consumer behaviour.
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