

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.Sc.END SEMESTER EXAMINATIONS APRIL-2022

SEMESTER - IV

20UPCAT4004 - Consumer Behaviour and Advertising

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Label and interpret marketing concepts.
2. "Personality and consumer behaviour" - Relate.
3. Classify various models of advertising.
4. Define and explain research objectives with examples.
5. Which tools are used for measuring advertising effectiveness?
6. "Motivation is a psychological force in consumer behaviour" - Expand.
7. Explain the basic features of advertising.
8. Recommend ethical standards in advertising that needs to be strictly adhered to.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Interpret the impact of new technology on marketing strategies.
10. Dissect different steps in conducting and reporting a research study.
11. Apply the elements of perception and consumer imagery in understanding consumer behaviour.
12. Compare and contrast different types of advertising.
13. Judge the role of media in advertising.
