

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.(Psy) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - IV

21UPCAT4004 - Consumer Behaviour and Advertising

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Explain the factors influencing goal selection of customers.
2. Interpret how researchers identify and measure human motives.
3. Explain the scope of advertising in marketing.
4. Describe the methods of pretesting of advertisement.
5. Explain how observational research is an important component of consumer research.
6. Explain the factors influencing goal selection of customers.
7. Enlist the advantages and disadvantages of advertising.
8. Examine the ethical standards in advertising.

Section C

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

9. Explain the importance of consumer retention and the impact of digital technology in marketing strategy.
10. Examine the major steps in consumer research.
11. Ascertain the influence of personality on consumption behavior.
12. Explain the various types of advertising with examples.
13. Elaborate the different types of media available for advertising.
