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.Psychology - END SEMESTER EXAMINATIONS APRIL - 2024
SEMESTER - IV
23UPCAT4004 - Introduction to 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. Define consumer behaviour and discuss its field and scope.

2. Explain the basic features of advertising and the goals it aims to achieve in promoting products or services.

3. Write about advertisement & types of advertisement.

4. Discuss the steps involved in conducting consumer research, from developing research objectives to reporting research findings.

5. Describe consumer imagery and its significance in consumer behaviour.

6. Analyze the role of new media in advertising and brand building.

7. Explain the tools for measuring advertising effectiveness.

8. You are a product developer for a cosmetics company launching a new skincare product. Design a sensory perception study to evaluate consumer perceptions of the product's texture, scent, and packaging design.

Section C

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

9. Discuss the role of consumer psychology in shaping consumer behaviour. Explain how psychological principles such as perception, motivation, attitudes, and decision-making processes influence consumer choices and purchasing decisions.

10. Analyze the role of personality in understanding consumer behaviour. Discuss the concept of personality and how individual differences in personality traits influence consumer preferences, attitudes, and purchase decisions.

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11. Discuss the ethical standards and considerations in advertising.

12. Discuss the sources of secondary data & importance of collecting secondary data in consumer research. Discuss the advantages and limitations of using secondary data in understanding consumer behaviour.

13. Discuss goals and models in advertising.

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