

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 2025

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. Understand the scope of consumer behaviour.
2. Analyze the impact of new technology in consumer behaviour.
3. Describe the elements of consumer perception.
4. Discuss the basic classification of human needs.
5. Explicate the effect of core cultural values in consumer behaviour.
6. Explain how to measure cultural values of consumers.
7. Explicate the goals of advertising.
8. Examine the tools for measuring the effectiveness of advertising.

### **Section C**

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

9. Expound the research methods used to study consumer behaviour.
10. Delineate the association between personality and consumer behaviour.
11. Elaborate on models of attitude formation of consumers.
12. Compare the advantages and disadvantages of advertising.
13. Enumerate the ethics in advertising.

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