

Reg. No .....

Name .....

23U663

**B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023**

**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U6CRBBA24 : CONSUMER PSYCHOLOGY**

*(For Regular - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. What is consumer behaviour?
2. Explain the three R's of customer loyalty
3. Explain the term subscription based loyalty
4. Identify the type of loyalty where a customer is buying Apple products after studying the features of Apple
5. List the stages of customer loyalty ladder
6. List the two types of customers
7. Explain the requisites of establishing mediation in customer loyalty
8. Define the term psychographics?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Explain the behavioural outcome
10. Explain the term value based loyalty program with the help of an example
11. Explain the term performance needs of customer satisfaction levels
12. Explain the term tired loyalty with the help of an example
13. How business is influenced by values prevailing in a particular market?
14. Explain how to measure the customer loyalty
15. Is any Difference between Consumer and Customer? Comment.
16. Explain Economic Model?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Explain the customer loyalty program of Club Mahindra
18. Evaluate the influence of reference group with example?
19. Explain Kano model of customer satisfaction
20. Explain the significance of Customer loyalty for marketer
21. Differentiate between Attitudinal Loyalty and Cognitive Loyalty
22. State the significance of Psychoanalytical model?

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Discuss the term customer loyalty program, Explain different types of customer loyalty programs with the help of an example
24. What is the significance of consumer decision making?
25. Discuss the term customer loyalty and its relation with customer satisfaction
26. Discuss the six matrices to measure customer loyalty

**(10 x 2 = 20)**