

Reg. No

Name

24U664

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - INTEGRATED MARKETING AND NEW MEDIA
COURSE - 19U6CRBBA24 - CONSUMER PSYCHOLOGY
(For Regular 2021 Admission and Supplementary 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Explain the term brand attachment.
2. Identify the type of customer loyalty in which Resistance to change is an outcome.
3. What is consumption?
4. Explain the stage of advocates in customer loyalty ladder.
5. Identify the type of customer loyalty in which Altruism is an outcome.
6. Identify the type of loyalty where a customer is buying a product as it has become a habit
7. List the three R's of customer loyalty.
8. What is consumer learning?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Write a note on the significance of retention of consumers.
10. What is celebrity endorsement?
11. Explain the term Late majority in purchase behaviour.
12. Explain the term brand relationship.
13. Explain the term 'Loyalty Ladder'.
14. Differentiate Behavioural and attitudinal loyalty.
15. Explain Sociological Model?
16. Define customer loyalty with the help of an example.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain benefits of customer Loyalty.
18. Explain the customer loyalty program of Club Mahindra.
19. Does Lifestyle influence the consumer behaviour explain with example?
20. Suggest a suitable loyalty program for the customers for a super market.
21. Explain the term drivers of customer loyalty.
22. Explain Routine Response Behavior?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Discuss the customer characteristics based on their purchase behaviour.
24. Discuss the factors affecting customer satisfaction with the help of examples.
25. What is Extensive problem solving?
26. Discuss the six matrices to measure customer loyalty.

(10 x 2 = 20)