

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CRBBA24 : CONSUMER PSYCHOLOGY***(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Explain the influence of service quality on customer loyalty.
2. List the benefits of brand loyalty.
3. Explain the term active engagement score
4. Explain the term repatronage in customer loyalty.
5. What is consumer behaviour?
6. Explain the term moderator variable in customer loyalty.
7. Define the term customer loyalty program.
8. Define psychographics.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. How business is influenced by values prevailing in a particular market?
10. Explain the significance of Basic needs under the levels of customer satisfaction.
11. Write a note on the significance of retention of consumers.
12. Explain the term attitudinal loyalty.
13. Explain the term subscription based loyalty with the help of an example.
14. Give an example of Impulsive customers.
15. Explain the give to receive principle of customer loyalty.
16. Explain the term tired loyalty with the help of an example.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the importance of customer feedback
18. Explain the three levels of customer satisfaction
19. Difference between Commercial and Extroverted consumer?
20. Suggest a suitable loyalty program for the customers for an ethnic wear shop
21. Does lifestyle is connected with psychographics? Justify your answer.
22. Explain the paid customer loyalty program with the help of an example.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Discuss the efforts of aviation industry in building customer loyalty with suitable examples.
24. Discuss the factors affecting customer satisfaction with the help of examples.
25. Discuss the stages in customer loyalty ladder.
26. Write a short note on Limited Problem Solving.

(10 x 2 = 20)