

**B B A DEGREE END SEMESTER EXAMINATION- MARCH 2026****SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CRBBA24 : CONSUMER PSYCHOLOGY***(For Regular - 2023 Admission and Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. List the 3 R's of customer loyalty.
2. Explain consumer learning.
3. Identify the type of loyalty when a customer is buying a toothpaste as it was using for long time.
4. Explain the term customer affinity.
5. List the stages of customer loyalty ladder.
6. Explain consumption.
7. Explain the influence of service quality on customer loyalty.
8. List the four key attributes of a successful customer engagement.

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

9. Explain the different concepts of brand relationship.
10. Explain Kano model of customer satisfaction.
11. Explain in detail the Traditional Models of Consumer Behavior Models.
12. Discuss different types of customers.
13. State any customer retention tool used by a firm.
14. Explain the SERQUAL on customer loyalty.
15. Discuss the measurement tools used to measure culture.
16. Explain the term behavioural variables.

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

17. Explain the term group influence in consumer behaviour with an example.
18. Explain the significance of Customer loyalty for marketer.
19. Explain Consumer decision making models with examples.
20. Suggest a suitable loyalty program for the customers for an ethnic wear shop.
21. Differentiate Behavioural and cognitive loyalty.
22. Explain the factors that promote customer loyalty.

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

23. Discuss the factors affecting customer satisfaction with the help of examples.
24. Explain in detail the three levels of consumer decision making.
25. Discuss about the various customer retention strategies with the help of examples.
26. Discuss different types of customer loyalty programs.

**(10 x 2 = 20)**