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PRESIDENCY UNIVERSITY

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Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: PSY1907 **Course Name:** Consumer Psychology

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	50	40

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Define the perceptual process.	2	CO1	BT1
2	How attention is related with consumers?	2	CO1	BT1
3	Why learning is important?	2	CO1	BT1
4	Why there is difference in eastern and western perspective?	2	CO1	BT1
5	Relate two types of learning theories.	2	CO1	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain sensory marketing with examples.	10	CO1	BT2
7	Demonstrate the difference between the drive theory and expectancy theory.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain with examples the types of conflict.	10	CO1	BT2
9	Classify the cognitive learning.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Identify the types of memory and its role in marketing.	10	CO2	BT3
11	Develop the relationship in different function of mind.	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
12	Identify the concepts of Neo-Freudian theory.	10	CO2	BT3
13	Develop the concept of self in consumerism.	10	CO2	BT3