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**THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PSYCHOLOGY & COUNSELLING
2020/2021- SEMSETER-1-FINAL EXAMINATION**



BSC HONOURS IN PSYCHOLOGY

PLU5309: CONSUMER AND MEDIA PSYCHOLOGY-LEVEL-5

FINAL EXAMINATION PAPER (ONLINE)

DURATION: 2 HOURS

DATE: 29th MARCH 2022

TIME: 01.30PM.-03.30PM

SECTION 2: STRUCTURED ESSAY QUESTIONS (60 MARKS)

Choose 04 out of the 06 questions given below and answer using the provided answer sheets

1. Development of consumer societies paved way for increased buying behaviours supported by advertising.
 - (a) Identify a psychologist who contributed to the application of psychology to advertising field and explain the contribution (7 marks)
 - (b) Discuss the cue-dependent theory of forgetting in relation to remembering and/or forgetting of advertisements? (8 marks)

2. Consumer decision making is influenced by many cognitive, social, emotional among other factors. Discuss the following statements using examples from consumer psychology field.
 - (a) "Anchoring and adjustment affect consumer purchasing behaviour" (5 marks)
 - (b) "Cognitive dissonance will make brands gain or lose customers" (5 marks)
 - (c) "Brand loyalty is mere repeated purchasing of a product" (5 marks)

3. The common belief that violent behaviours depicted in media would be modelled through observation has paved way for research into media violence.
 - (a) Describe the four requirements for learning a behaviour according to Psychologist Albert Bandura? (5 marks)
 - (b) Discuss how repeated exposure to entertainment violence may lead to desensitization (10 marks)

4. Lifestyle marketing involves segmenting the market on the basis of lifestyle dimensions and positioning the product accordingly.
 - (a) Identify the AIO approach to categorizing consumer lifestyle using examples (7 marks)
 - (b) Discuss the four primary elements of persuasion marketing using examples (8 marks)

5. Cyberspace is an environment which allows tools such as social media to thrive and gain advantage of its users.
- a Briefly explain self-representation in social media through constructive approach (3 marks)
 - b Online purchasing is influenced by psychological factors. Identify and explain two factors with examples (6 marks).
 - c Re-targeting is a term used to explain an online marketing strategy. Critically evaluate the use of this strategy using an example within social media context (6 marks)
6. Write short notes on the following topics
- a Product searching and consumer behaviour (5 marks)
 - b Consumer Brand Identification (5 marks)
 - c Theory of Planned Behaviour and consumer behaviours (5 marks)

-----End of Question paper-----