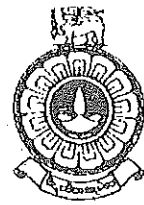


THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PSYCHOLOGY & COUNSELLING
2022/2023 – SEMESTER I—FINAL EXAMINATION



BSC (HONS) IN PSYCHOLOGY
PLU 5309: CONSUMER AND MEDIA PSYCHOLOGY – LEVEL 6
FINAL EXAMINATION PAPER
DURATION: 03 HOURS

DATE: 15.03.2023

TIME: 9.30 a.m. – 12.30 p.m.

SECTION 2: STRUCTURED ESSAY QUESTIONS (60 MARKS)

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

2.1

- a) Briefly describe Availability Heuristic or Representativeness Heuristic (5 marks).
- b) 'Heuristics affect consumer decision making process. Do you agree with this statement. Explain your answer with an example. (10 marks)

2.2

- a) Describe Schmitt's 'Five Brand- Related Process'. (10 marks)
- b) What is your opinion about consumers' rationality towards selecting a brand? Elaborate your answer with a relevant example. (5 marks)

2.3

- a) Define the term persuasion with an example from consumer psychology field? (5 marks)
- b) Name the Cialdini's principles of persuasion and describe any three (03) with an example for each. (10 marks)

2.4 Critically evaluate how social media affect self-concept of an individual in relation to the current situation in Sri Lanka. (15 marks)

2.5

- a) Name and briefly describe any theory related to public opinion. (5 marks)
- b) Discuss how media and public opinion influence on each other with an example. (10 marks)

2.6 'Motivation is the most fundamental of all of the psychological influences on consumer behaviour'.

- a) Define motivation and explain why motivation becomes important to understand consumer behaviour.
- b) Using Maslow's Hierarchy of Needs, illustrate the role of motivation to understand consumer behaviour with examples.

