

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PSYCHOLOGY & COUNSELLING
2024/25 – SEMESTER I —FINAL EXAMINATION



BSC (HONS) IN PSYCHOLOGY
PLU5309– CONSUMER AND MEDIA PSYCHOLOGY- LEVEL05
FINAL EXAMINATION PAPER
DURATION: 03 HOURS

DATE: 15th MAY 2025

TIME: 1.30 PM- 4.30 PM

SECTION 2: STRUCTURED ESSAY QUESTIONS (60 MARKS)

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

2.1 Consumer Psychology is vital for understanding consumer behaviours, especially in the digital age.

a) Explain how digital platforms influence consumer decision-making processes.

(5 marks)

b) Analyse the psychological factors that drive online consumer engagement and purchasing behaviour.

(5 marks)

c) Evaluate the ethical concerns related to consumer manipulation through digital marketing strategies.

(5 marks)

2.2 Consumers rely on memory and learning to process information and make purchasing decisions. Various psychological models including the Multi-Store Model of Memory help explain how consumers retain and apply information in their decision-making.

a) Explain the Multi-Store Model of Memory and its relevance to consumer decision-making.

(7 marks)

b) Evaluate how marketers can enhance consumer retention and recall of brand information.

(8 marks)

2.3 In today's consumer-driven world, individuals are constantly making choices, from daily purchases to significant financial decisions. At the same time, brand loyalty influences consumer decision-making.

a) Discuss how brand loyalty helps consumers navigate overwhelming choices in a competitive market.

(7 marks)

b) Evaluate marketing strategies that balance variety and brand consistency to enhance consumer satisfaction and loyalty.

(8 marks)

2.4 In Consumer Psychology, persuasion and storytelling play a crucial role in shaping consumer attitudes and behaviours.

- a) Briefly discuss two strategies of persuasion with examples in related to Consumer Psychology. (5 marks)
- b) How does storytelling function as a persuasive tool in Consumer Psychology? Discuss how narrative structures, character relatability, and emotional resonance enhance persuasion in advertising and media campaigns. (10 marks)

2.5 Media violence has been a topic of significant debate in the field of Psychology, with researchers examining its potential link to aggressive behaviour.

- a) Briefly describe one of key theories that explain the connection between media violence and aggression. (5 marks)
- b) How media violence contributes to real-world aggression? Discuss briefly. (5 marks)
- c) Identify possible moderating factors that may influence the impact of media violence on aggressive behaviours? (5 marks)

2.6 Briefly explain THREE (03) topics out of given five topics.

(3 x 5 marks =15 marks)

- a) Sensory adaptation
- b) Consumer empowerment
- c) Creative approach in advertising
- d) Desensitization
- e) Online purchasing behaviour

-----END OF QUESTION PAPER-----