Summer Examinations 2015

PSY302515N

Module Title: The Psychology of Advertising
Level: Six
Time Allowed: Two hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Answer one question.
- Neither books nor notes may be taken into the examination.
- All questions are equally weighted.

No. of Pages: 2
No. of Questions: 2
Answer **one** question.

1. Evaluate the contribution of the Elaboration Likelihood Model to our understanding of the effects of advertising on attitudes.

2. Critically discuss how the constructs of self-concept and social identity can influence consumer behaviour.

End of Paper