

FINAL
Examination Paper

(COVER PAGE)

Session : January 2020

Programme : Diploma In Business (DIB)

Course : **MKT2105: Consumer Behaviour**

Date of Examination : March 17, 2020 (Tuesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Answer **ALL FOUR (4)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Muhammad Rajaie Mustafar** and Puvaneswary A/P Kandasamy

Moderator : Hew Fui Mun

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2105: CONSUMER BEHAVIOUR
FINAL EXAMINATIONS: JANUARY 2020 SESSION

Instruction: This paper consists of **FOUR (4)** questions. Answer all questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Attention is the second stage in the perceptual process. Explain the **THREE (3)** types of perceptual filters in this stage using relevant examples. (9 marks)
- (b) Explain the **FOUR (4)** stimulus selection factors in the attention stage of the perceptual process. Provide relevant examples for each factor. (16 marks)
- (Total 25 mark)**

Question 2

- (a) Explain the **THREE (3)** types of non-compensatory rules that consumers use when making purchase evaluation. Provide relevant examples for each type. (9 marks)
- (b) Explain and provide relevant examples for the following terms.
- (i) Self-concept (4 marks)
 - (ii) Extended self (4 marks)
 - (iii) Digital self (4 marks)
 - (iv) Looking-glass self (4 marks)
- (Total 25 marks)**

Question 3

- (a) Explain the **THREE (3)** components of the mind according to the Freud Theory of Personality. Provide relevant examples for each component. (9 marks)
- (b) Explain any **FOUR (4)** of the dimensions of national culture according to Hofstede with relevant examples. (16 marks)
- (Total 25 marks)**

Question 4

- (a) Explain the **THREE (3)** hierarchies of effects in attitude formation using relevant examples.
(9 marks)
- (b) Explain the **FOUR (4)** types of message appeals in advertising using relevant examples.
(16 marks)
- (Total 25 marks)**

~ The End ~

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