



FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behavior

Date of Examination : July 25, 2014

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Lee Koon Yoong, Zahirul Baharin Kamaruzzaman, Alan Oh.

Moderator : Ms. Liew Heong Shya

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

INTI INTERNATIONAL COLLEGE SUBANG
DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2105 : CONSUMER BEHAVIOUR
FINAL EXAMINATION : APRIL 2014 SESSION

Introductions : This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Abraham Maslow sought to explain why people are driven by particular needs at particular times. Which of the Maslow's needs applies to the following situations;
- Purchasing the newest, fastest personal computer;
 - Purchasing food at lunch time
 - Adjusting your clothing choice to reflect the latest trend;
 - Raising funds for an effort to save endangered species;
 - Purchasing a new advanced water filter for your home.
- (15 marks)
- (b) Describe the **FOUR (4)** types of buying behaviour that could be faced by consumers with practical examples.
- (10 marks)

Question 2

- (a) List **FIVE (5)** different types of perceived risk that will influence purchase decision.
- (2.5 marks)
- (b) Describe all types of perceived risk in Part (a) with examples. Include an introduction and a conclusion in your answer.
- (22.5 marks)

Question 3

- (a) List **FIVE (5)** types of influence that will distort consumer perception.
- (2.5 marks)
- (b) Describe all types of influence in Part (a) with examples. Include an introduction and a conclusion in your answer.
- (22.5 marks)

Question 4

- (a) List the **FIVE (5)** components of basic communication model. (2.5 marks)
- (b) Explain the **FIVE (5)** components of basic communication model in Part (a) with examples. Include an introduction and a conclusion in your answer. (22.5 marks)

Question 5

- (a) Identify the Five-Factor Model of multitrait theory of personality. (2.5 marks)
- (b) Explain with appropriate examples of the Five-Factor Model of multitrait theory of personality with appropriate examples. (22.5 marks)

Question 6

- (a) Define the following terms with appropriate examples.
• Reference group
• Opinion leader (10 marks)
- (b) Explain with appropriate examples the following **THREE (3)** different types of influence of reference group.
• Normative influence
• Identification influence
• Informational influence (15 marks)

-THE END-

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