

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2017

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : 30 July, 2017 (Sunday)

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Lingkeswari Kunasagaram, Nurhidayah, Kumaran Lechimi
Kanthan, Srikaanth Sivasubramaniam, David Low

Moderator : Hew Fui Mun

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

DIPLOMA IN BUSINESS (DIB)
MKT2105: CONSUMER BEHAVIOUR
FINAL EXAMINATIONS: APRIL 2017 SESSION

Instruction: 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) A consumer is a person who identifies a need or desire, makes purchase and dispose them during the consumption process. Explain the **THREE (3)** stages of consumption process from the consumers perspective. (15 marks)
- b) Explain the below terms with any examples of your choice:
- I. Relationship Marketing (5 marks)
 - II. Database Marketing (5 marks)

Question 2

Memory is a process of acquiring information and storing it over time so that it will be available when we need it. Briefly explain the memory process.

(25 marks)

Question 3

- a) In family decision making there are four factors determine if decisions will be made jointly or by one spouse or the other. Explain all **(4) FOUR** factors with example. (17 marks)
- b) List **(4) FOUR** types of social power, and give an example of each. (8marks)

Question 4

Define the following and provide explanations for each:

- i) Habitual Decision Making (5 marks)
- ii) Social Marketing (5 marks)
- iii) Cybermediaries (5 marks)
- iv) Heuristics (5 marks)
- v) Cult products (5 marks)

Question 5

- a) Identify and discuss **THREE (3)** types of motivation conflict. Provide relevant examples for each of the conflict based on marketing perspectives. (12 marks)
- b) As a result the emerging digitalization, the existence of a digital self that expresses our online identities. Discuss **THREE (3)** impacts of digital self on consumer behavior. (13 marks)

Question 6

Sensory marketing emphasizes the link between our senses and product experiences. Explain with examples **FIVE (5)** sensory system that marketers use to create competitive advantage. (25 marks)

~ The End ~

