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INTERNATIONAL COLLEGE PENANG (507232-U)
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

Session : April 2013

Programme : Diploma in Business Administration

Course : **MKT 2103 : CONSUMER BEHAVIOUR**

Date of Examination : 29 July 2013

Time : 11 a.m. – 1p.m. 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) : **Zahirul Baharin**

Moderator : **Beh Yeow Hui**

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

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DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)
MKT 2103: CONSUMER BEHAVIOUR
FINAL EXAMINATION: APRIL 2013

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) Define the term '**frustration**' as what you have learnt during the Consumer Behavior course. (2 marks)
- (b) Identify and explain **FIVE (5)** defense mechanisms that are available to customers when they are frustrated with their purchase decision with practical examples. (15 marks)
- (c) Suggest **FOUR(4)** practical strategies that marketers can adopt to manage customer frustration with practical examples. (8 marks)

Question 2

- (a) Discuss the following interacting systems as proposed by Freud. Provide **ONE (1)** example to illustrate the interaction among them:
 - i) id;
 - ii) superego; and
 - iii) ego. (15 marks)
- (b) Define 'the compensatory' and 'non compensatory' purchase decision with brief examples. (5 marks)
- (c) Describe the concept of 'brand personality' with practical examples. (5 marks)

Question 3

- (a) Define the term 'attitudes'. (3 marks)
- (b) Identify and explain **FOUR(4)** characteristics of ' attitudes' with practical examples. (10 marks)
- (c) You are a marketing consultant hired by Ministry of Transport to change people's attitude towards don't drink and drive campaign'. Suggest **FOUR(4)** strategies for Ministry of Transport to change people's attitude to adopt hazard of 'drink and drive attitude' with practical examples. (12 marks)

Question 4

- (a) Compare and contrast the classical and instrumental(operant) conditioning with practical examples to marketers to apply them. (10 marks)
- (b) Which theory of learning may be appropriate to relate to the following situation;
1. Choosing a brand of ice cream at the hypermarket;
2.Realising that your car is nearly out of petrol;
3.Desiring a Carlsberg beer while watching the football. (9 marks)
- (c) Demonstrate how behavioural learning theory can help marketers to develop an effective sales promotion strategy with **THREE (3)** practical examples. (6 marks)

Question 5

- (a) Define the term 'Reference Groups' with appropriate examples. (3 marks)
- (b) Why are 'Reference Groups' considered important to marketers ?. Illustrate **FOUR(4)** reasons for marketers to give attention on the need to focus on reference groups with practical examples. (10 marks)
- (c) Identify and explain **TWO(2)** advantages and disadvantages of using the reference groups in marketing a good or service with appropriate examples. (12 marks)

Question 6

- (a) Define the term 'Perception' with an appropriate example. (2 marks)
- (b) Identify and explain the **FIVE(5)** senses that normally influence a buyer's perception towards a product or service with practical examples. (10 marks)
- (c) Suggest **FOUR (4)** ways for marketers to develop a positive perception towards a selected brand with practical examples. (13 marks)