

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : December 5, 2015

Time : 2.00pm – 4.00pm 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) : Ms. Lingkeswari Kunasagaram, Ms. Tan Pei Shi, Mr. Alan Oh,
Ms. Nur Shazliza

Moderator : Ms. Hew Fui Mun

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

DIPLOMA IN BUSINESS (DIB)
MKT2105: CONSUMER BEHAVIOUR
FINAL EXAMINATION: AUGUST 2015 SESSION

Instructions: 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) Briefly explain the following with relevant marketing examples:
- (i) Culture
 - (ii) Enculturation
 - (iii) Acculturation
- (15 marks)
- (b) Characteristics of stimulus itself play an important role in determining what gets noticed and what gets ignored. Explain any **TWO (2)** types of stimulus selection factors with relevant example.
- (10 marks)

Question 2

Purchase decisions that involve extensive search also entail some kind of perceived risks which is a belief that the purchase potentially could have negative consequences. Name **FIVE (5)** perceived risks, indicate the kinds of consumers most vulnerable to each risk, and indicate the types of purchases most sensitive to each.

(25 marks)

Question 3

- (a) Describe the **THREE (3)** types of consumer decision that could be faced by consumers during purchase. Provide practical examples.
- (15 marks)
- (b) Explain the below strategies with example :
- (i) Social Marketing (5 Marks)
 - (ii) Green Marketing (5 Marks)

Question 4

Define observational learning theory and explain the **FOUR (4)** steps with examples. (25 marks)

Question 5

(a) Reference groups influence consumers in three ways. Name these **THREE (3)** ways and describe the nature of the influence upon the consumer. (12 marks)

(b) List and explain **THREE (3)** types of social power, giving each an example. (13 marks)

Question 6

(a) List and explain the factors that determine whether decisions will be made jointly or by one spouse or the other. (17 marks)

(b) For each of the following **FOUR (4)** product categories—groceries, automobiles, vacations and furniture— briefly explain how family composition (with children and without children) could affect purchase decision. (8 marks)

~THE END~
MKT2105(F)August2015

