



FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : 07 December, 2016 (Wednesday)

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) : Lingkeswari Kunasagaram, Norsyaqinah Md Noor,
Adriell De Lovell Sandah and Muhammad Rajaie

Moderator : Hew Fui Mun

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2105: CONSUMER BEHAVIOUR
FINAL EXAMINATION: AUGUST 2016 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) Consumption is a three stage process. Explain all **THREE (3)** stages in the consumption process from the consumer's perspective. Provide relevant example for each stage.
(15 marks)
- (b) Marketers divide consumers by demographic segments in the markets. Discuss **TWO (2)** types of demographic segmentation methods and give examples on companies which use these types of segmentation method.
(10 marks)
(Total: 25 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 all **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)

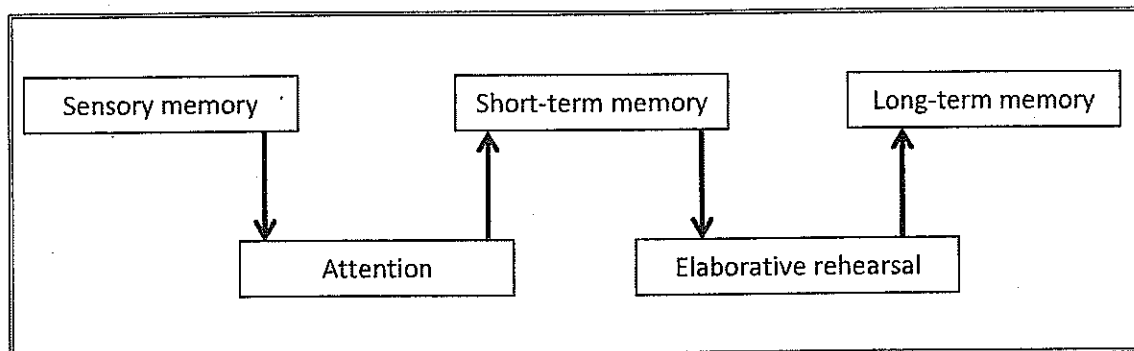
Question 3

- (a) Perception is a three-stage process that translates raw stimuli into meaning. Explain all **THREE (3)** stages with relevant example.
(15 marks)
- (b) Characteristic of stimulus itself plays 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)
(Total: 25 marks)

Question 4

(a) Consumers must learn almost everything related to being a consumer-product existence, performance, availability, values, preference and so forth. Distinguish between learning via classical conditioning and learning that occurs via instrumental conditioning (operant). (10 marks)

(b) Memory is a process of acquiring information and storing it over time so that it will be available when we need it. Figure 1 shows the types of memory involved in the memory process. Explain all **THREE (3)** types of memory and provide examples. (15 marks)



Source : Solomon.M(2009).Consumer behavior

Figure 1: Types of memory

Question 5

The decision making process consists of stages which an individual consumer goes through in while arriving at a decision whether to adopt or reject a new product. Discuss all **FIVE (5)** stages that a consumer has to go through in making decision about purchasing a new smartphone. Provide example for each stage. (25 marks)

Question 6

Social power is the capacity to alter the actions of others. Explain any **FIVE (5)** types of social power, giving an example of each. (25 marks)

~ The End ~

