



FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2017

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : 8 December, 2017 (Friday)

Time : 5:00 pm – 7:00 pm 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, Sankaran Kanagarajoo, Rajes Kumar,
Nelly Yeo

Moderator : Hew Fui Mun

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2105: CONSUMER BEHAVIOUR
FINAL EXAMINATIONS: AUGUST 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) To understand how consumers interpret meanings in symbols, some marketers turn to semiotics. List and discuss with relevant examples the **THREE (3)** basic components of a marketing message from a semiotic perspective.

(13 marks)

- (b) Perceptual selection means that people attend to only a small portion of stimuli to which they are exposed. Describe **THREE (3)** types of personal selection factors that prevent clear perception and reception of marketing stimuli.

(12 marks)

Question 2

Gender-role identity is a state of mind as well as body. Discuss with relevant examples the female and male sex role and its corresponding impacts on marketers.

(25 marks)

Question 3

- (a) Involvement is “a person’s perceived relevance of the object based on their inherent needs, value, and interest”. List and explain **THREE (3)** types of consumer involvement, giving an example of each type.

(12 marks)

- (b) There is a variety of need states or need forms. Briefly explain with an example the following needs:

- (i.) biogenic needs
- (ii.) psychogenic needs
- (iii.) utilitarian needs

(13 marks)

Question 4

Define the following and provide explanations for each:

- (i.) Spreading Activation
- (ii.) Multiple Selves
- (iii.) Consumer Socialization
- (iv.) Evoked Set
- (v.) Instrumental Conditioning

(25 marks)

Question 5

- (a) Word-of-Mouth (WOM) is product information transmitted by individuals to individuals. List and explain **FOUR (4)** important roles of WOM.

(16 marks)

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

(9 marks)

Question 6

The dark side of consumer behaviour is the negative publicity and extreme behavior that consumer engage. Explain with examples the **FIVE (5)** negative behaviours consumer perform as a result from extreme consumption decisions.

(25 marks)

