

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Business (DIB)

Course : **MKT2105: Consumer Behaviour**

Date of Examination : 27 July, 2016 (Wednesday)

Time : 5:00pm – 7:00pm 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) : **Fong Chee Jun, Norsyaqinah, Alan Oh and Norulashikin**

Moderator : Hew Fui Mun

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

DIPLOMA IN BUSINESS (DIB)  
MKT2105: CONSUMER BEHAVIOUR  
FINAL EXAMINATION: APRIL 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**

Demonstrate with examples your understanding of the Hofstede Dimensions of National Culture  
(25 marks)

**Question 2**

(a) Highlight the **FIVE (5)** variables within the demographic segmentation. (5 marks)

(b) Explain with examples the Maslow Hierarchy of Needs. (20 marks)

**(Total: 25 marks)**

**Question 3**

List and explain the **FIVE (5)** stages in consumer decision-making process. Assume that you are now a consumer intending to buy a smartphone. Give examples on the consumer decision-making process which you shall go through in purchasing the smartphone.  
(25 marks)

**Question 4**

(a) What is the difference between unplanned buying and impulse buying? (5 marks)

(b) Because a purchase decision can involve more than one source of motivation, consumers often find themselves in situations in which different motives, both positive and negative, conflict with one another. Identify and discuss **THREE (3)** general types of motivational conflict. Provide an example of how marketers could tailor their marketing communications to fit consumer needs in each of these cases.  
(20 marks)

**(Total: 25 marks)**

**Question 5**

Define and provide explanations for the followings:

- (i) Cognitive Learning Theory (5 marks)
- (ii) Classical Conditioning (5 marks)
- (iii) Instrumental Conditioning (5 marks)
- (iv) Stimulus generalization (5 marks)
- (v) Positive Reinforcement (5 marks)

**(Total: 25 marks)**

**Question 6**

Describe with examples **FIVE (5)** types of social power within a reference group that can influence consumers.

(25 marks)

**~ The End ~**  
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