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University & Colleges

**FINAL**  
Examination Paper

(COVER PAGE)

Session : APRIL 2018

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : August 02, 2018 (Thursday)

Time : 8:00am – 10:00am 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) : Nurhidayah, Annimalar, Shoba Gunarasa, and Lawrence Shia

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: APRIL 2018 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) Marketer divides consumers by demographic segments in the markets. Discuss the **TWO (2)** types of demographic segmentation methods and relate it to the product of your choice.  
(9 marks)
- (b) Each product provides a special relationship and meaning to consumers. Discuss with practical examples, the **FOUR (4)** types of relationship and its meaning a consumer might have with the products.  
(16 marks)
- (Total: 25 marks)**

**Question 2**

- (a) Identify and describe the **THREE (3)** stages of perception with relevant examples.  
(15 marks)
- (b) Explain with relevant examples, the differences between absolute threshold and a differential threshold.  
(10 marks)
- (Total: 25 marks)**

**Question 3**

- (a) With suitable examples, compare and contrast classical and instrumental (operant) conditioning.  
(10 marks)
- (b) Demonstrate your understanding of the **THREE (3)** types of reinforcement and its influence towards consumers learning with relevant marketing examples.  
(15 marks)
- (Total: 25 marks)**

**Question 4**

- (a) Discuss the **FIVE (5)** social power bases and illustrate their influences on consumer behaviour with relevant examples. (20 marks)
- (b) By using relevant marketing examples, compare and contrast the ideal self and actual self faced by consumer. (5 marks)

**(Total: 25 marks)**

**Question 5**

- (a) Consumers are born with a need for certain elements that is necessary to maintain life. Discuss with relevant examples, the **FOUR (4)** types of needs that is necessary for consumers to maintain their life. (12 marks)
- (b) A motivational conflict can occurred during consumer purchase decision. Discuss the motivational conflict and provide each with examples of how marketers could strategies their marketing communication to solve this conflict. (13 marks)

**(Total: 25 marks)**

**Question 6**

- (a) The Five-Factor Model of multitrait theory of personality identifies five factor traits. Identify and explain any **THREE (3)** traits with relevant examples. (10 marks)
- (b) Describe the functional theory of attitude and any **THREE (3)** of its components (functions) with examples. (15 marks)

**(Total: 25 marks)**

~ The End ~  
MKT2105/(F) April 2018

