

**FINAL**  
Examination Paper

(COVER PAGE)

Session : APRIL 2019

Programme : Diploma In Business (DIB)

Course : **MKT2105: Consumer Behaviour**

Date of Examination : 31 July 2019, (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**, Dr Racheal Poh, Katrina Claire Reyes  
and Nor Wahidah Binti Lam Ahmad

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 2019 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) A consumer is a person who identifies a need or desire, makes purchase and dispose them during the consumption process. **Explain (3) THREE** stages of consumption process from the consumers' perspective. (15 marks)
- b) Explain with example **ANY TWO (2)** dark side of consumer as a result from extreme consumption decisions. (10 marks)

**Question 2**

- 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. (15 marks)
- b) Explain the below terms with example
- I. Spreading Activation (5 marks)
  - II. Cult products (5 marks)

**Question 3**

- a) Instrumental conditioning occurs when we learn to perform behavior that produce positive outcome and avoid negative outcomes. Explain **ALL FOUR (4)** ways this conditioning can occur. (20 marks)
- b) Word-of-Mouth (WOM) is product information transmitted by individuals to individuals. List **ANY FIVE (5)** important and role of WOM. (5 marks)

**Question 4**

Social power refers to the capacity to alter the actions of others. Explain any **FIVE (5)** different bases for social power and give an example of each.

(25 marks)

**Question 5**

a) Identify and explain the **THREE (3)** types of motivational conflict with relevant example.

(15 marks)

b) As a result, the emerging digitalization, the existence of a digital self that expresses our online identities. Discuss **THREE (3)** impact of digital self on consumer behavior.

(10 marks)

**Question 6**

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. List and explain the **FIVE (5)** types of perceived risk. Your answer needs indicate the kinds of consumers most vulnerable to each risk. You also need to indicate the types of purchases most sensitive to each. List and explain the **FIVE (5)** types of perceived risk.

(25 marks)

~ The End ~

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