

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2019

Programme : Diploma In Business (DIB)

Course : **MKT2105: Consumer Behaviour**

Date of Examination : December 9, 2019 (Monday)

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**, Katrina Claire Reyes
Nor Wahidah Binti Lam Ahmad and Venny

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 2019 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) Explain the differences between “learning” and “incidental learning”.
(3 marks)
- (b) Differentiate classical conditioning and instrumental conditioning with suitable examples.
(10 marks)
- (c) Memory is a process of acquiring information and storing it over time so that it will be available when we need it. Discuss the **THREE (3)** types of memory systems, giving an example for each.
(12 marks)

(Total: 25 marks)

Question 2

- (a) Sensory marketing emphasizes the link between our senses and product experiences. Explain with example **(5) FIVE** sensory system that marketer use to create competitive advantage.

(Total: 25 marks)

Question 3

- (a) Describe the **FOUR (4)** types of needs that are necessary to maintain life and include relevant examples.
(12 marks)
- (b) Define involvement and explain the **THREE (3)** types of consumer involvement with a suitable example for each type.
(13 marks)

(Total: 25 marks)

Question 4

- (a) Organizational buying can be divided into **THREE (3)** types. Explain each type and provide an example for each.
(9 marks)
- (b) Individuals or groups in organizations and households play a number of roles when choosing products or services for the unit. Discuss the **FIVE (5)** roles with relevant examples.
(16 marks)

(Total: 25 marks)

Question 5

- (a) The Big Five or Five-Factor Model identifies five types of personality traits. These traits could influence an individual buying behaviour. Explain the **FIVE (5)** traits and provide suitable examples on how it influences buying behaviour.

(Total: 25 marks)

Question 6

- (a) Compare habitual decision making and extended problem solving with examples.
(5 marks)
- (b) Discuss the **FIVE (5)** stages in the consumer decision making process and provide suitable examples.
(20 marks)

(Total: 25 marks)

~The End~