

 **INTI** International  
University & Colleges

**FINAL**  
Examination Paper

(COVER PAGE)

Session : JANUARY 2018

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : 8 March, 2018 (Thursday)

Time : 8:00 am – 10:00 am 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) : Shoba and Tan Ben Jane

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: JANUARY 2018 SESSION

**Instruction:** This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided.

**Question 1**

- a) Highlight the **FIVE (5)** variable within the demographic segmentation. **(5 marks)**
  - b) Explain with examples the Maslow Hierarchy of Needs **(20 marks)**
- (Total: 25 marks)**

**Question 2**

- 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 situation 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 markets could tailor their marketing communications to fit consumer needs in each of these cases. **(20 marks)**
- (Total: 25 marks)**

**Question 3**

- a) Describe the **THREE (3)** types of consumer decision that could be faced by consumers during purchase. Provide practical examples to justify your answers. **(15 marks)**
  - b) Explain the following and support your answers with examples
    - I. Internal Search **(5 marks)**
    - II. External Search **(5 marks)**
- (Total: 25 marks)**

**Question 4**

The decision making process consists of stage which an individual consumer goes through in while arriving at a decision whether to adopt or reject a new product. Discuss all **FIVE (5)** stages that a consumer has to go through in making decision about purchasing a new smartphone. Provide example for each stage.

**(25 marks)**

**Question 5**

Define and explain with examples the following:

- (i) Operant Conditioning **(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**

- a) Perception is a three-stage process that translates raw stimuli into meaning. Explain all **THREE (3)** stages with relevant example.

**(15 marks)**

- b) Characteristics of stimulus itself plays an important role in determining what gets noticed and what gets ignored. Explain any **TWO (2)** types of stimulus selection factors with relevant example.

**(10 marks)**

**(Total: 25 marks)**

*~The End ~*

