



INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

Programme : Diploma In Business / Business Administration (DIB/DBADI)

Course : MKT2105: Consumer Behaviour

Date of Examination : March 10, 2015

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Lee Koon Yoong, Tan Pei Shi.

Moderator : Ms. Liew Heong Shya

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

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)
MKT 2105/2103: CONSUMER BEHAVIOUR
FINAL EXAMINATION: JANUARY 2015 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) Define perception and explain with examples the **THREE (3)** stages of the perception process. (10 marks)
- (b) Compare and contrast classical and instrumental (operant) conditioning. (15 marks)

Question 2

List and explain the primary needs displayed in Maslow's hierarchy of needs. Give an example of a product that fits each need form. (25 marks)

Question 3

- (a) Reference groups influence consumers in three ways. Name these three ways and describe the nature of the influence upon the consumer. (9 marks)
- (b) Describe the **FIVE (5)** types of social influence that affect the likelihood of conformity. (16 marks)

Question 4

List and explain the **FIVE (5)** stages of the consumer decision-making process.

(25 marks)

Question 5

There are **EIGHT (8)** categories listed in the VALS2 system. List and briefly describe each of the categories.

(25 marks)

Question 6

Use the following **THREE (3)** elements to compare and contrast the **THREE (3)** major races in Malaysia.

- Culinary tradition
- Festival and celebrations
- Values and belief

(25 marks)

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