

FINAL
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : March 10, 2016 (Thursday)

Time : 11.00am – 1.00pm 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) : Ms. Lingkeswari Kunasagaram, Ms. Norsyaqinah, Mr. Alan Oh

Moderator : Ms. Hew Fui Mun

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

DIPLOMA IN BUSINESS (DIB)
MKT2105: CONSUMER BEHAVIOUR
FINAL EXAMINATION: JANUARY 2016 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

Describe the **FIVE (5)** stages in consumer decision making process with relevant marketing examples.

(25 marks)

Question 2

(a) People may have various relationships with a product. Describe any **TWO (2)** types of relationship a consumer can have with a product. Provide relevant examples

(10 Marks)

(b) List the **THREE (3)** stages in the consumption process. Describe the issues that consumer will consider in each of these stages when making a purchase. Support your answer with relevant examples

(15 marks)

Question 3

(a) Demonstrate your understanding of the **FOUR (4)** levels of extended self with relevant marketing examples.

(20 marks)

(b) Define and briefly explain "reference group" with example.

(5 marks)

Question 4

- (a) Explain the **THREE (3)** types of consumer involvement, giving an example of each type. (12 marks)
- (b) It is known that consumers differ in their level of involvement with a product message. Marketers use attention-getting factors to ensure that messages get through to consumer's senses. Briefly explain the **FOUR (4)** techniques that a marketer can use to enhance consumers' motivations to process product information and increase their involvement. Provide an example for each technique. (13 marks)

Question 5

- (a) Perceptual selection means people attend to only a small portion of stimuli to which they are exposed. Describe any **THREE (3)** types of personal selection factors that determine how much exposure to a particular stimulus a person accepts. (9 marks)
- (b) As a personal selection factor, adaptation is seen as the degree to which consumers continue to notice a stimulus over time. Five factors can lead to adaptation. Briefly describe any **FOUR (4)** factors of your choice that could lead to adaptation. (16 marks)

Question 6

- (a) Children are important decision makers in household. Children make up three distinct markets. Explain **ANY TWO (2)** with relevant example. (10 marks)
- (b) Individual or groups play a number of specific roles in choosing product or services. Briefly describe the **FIVE (5)** roles of collective decision-making. (15 Marks)

~THE END~

MKT2105(F) January 2016

