



INTI
International College Subang
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FINAL
Examination Paper

(COVER PAGE)

Session : January 2014

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

Course : MKT2105 / 2103: Consumer Behavior

Date of Examination : March 11, 2014

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. Azariah Abdullah Abdul Aziz, Alan Oh.

Moderator : Ms. Lee Koon Yoong

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

INTI INTERNATIONAL COLLEGE SUBANG
DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2105 / 2103: CONSUMER BEHAVIOR
FINAL EXAMINATION: JANUARY 2014 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) The process of Perceptual Selection means that people attend to only a small portion of stimuli. Explain **FOUR (4)** personal and **FOUR (4)** stimulus factors that help consumers pick and choose among stimuli. (16 marks)
- b) Define Stimulus Organization and explain the **THREE (3)** principles of stimulus organization. (9 marks)

Question 2

- a) Attitude is a lasting, general evaluation of people, objects, advertisements or issues. Explain **FOUR (4)** different attitude functions. (10 marks)
- b) Describe the following **THREE (3)** different types of hierarchy of effects with examples.
- Standard Learning Hierarchy
 - Low-involvement Hierarchy
 - Experiential Hierarchy
- (15 marks)

Question 3

- a) Explain Freudian theory's **THREE (3)** systems and their implications to consumer behavior. (15 marks)
- b) Neo-Freudian theories state that an individual's personality is more influenced by how he handles relationships with others. Describe **FOUR (4)** types of Neo-Freudian theories. (8 marks)
- c) Define brand equity with an example. (2 marks)

Question 4

- a) Behavioral learning theories state that learning takes place as the result of responses to external event/stimuli. Discuss in detail **TWO (2)** approaches to learning that represent this view. (10 marks)
- b) Provide examples on how these two approaches to learning can be applied to Marketing. (15 marks)

Question 5

- a) Describe **FIVE (5)** roles of different group members. (5 marks)
- b) Describe **FOUR (4)** factors that affect family decision conflict with examples. (12 marks)
- c) Families make two types of purchase decisions. Discuss the **TWO (2)** types of decisions. (8 marks)

Question 6

- a) Discuss the following **TWO (2)** strategies and choose a company for each strategy:
• Localized strategy
• Standardized strategy (15 marks)
- b) Choose a company of your choice. Discuss how it uses the combined strategy of Localization and Standardization. (10 marks)

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