

FINAL  
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : 09 March, 2017 (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) : Norulashikin, Lingkeswari Kunasagaram and Alan Oh

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 2017 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) Define perceptual selection and briefly describe **THREE (3)** filters that prevent clear perception and reception of marketing stimuli. (8 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. List and describe any **FOUR (4)** factors that connected with adaptation. (17 marks)

**(Total: 25 marks)**

**Question 2**

Hofstede Dimensions of culture influences the consumers in their purchasing process. Explain **FIVE (5)** Hofstede Dimensions of culture and provide example of countries with the dimension

(25 marks)

**(Total: 25 marks)**

**Question 3**

(a) List the steps in the Cognitive Decision-Making Process and explain each step with relevant marketing examples. (20 marks)

(b) List the **FIVE (5)** primary sources of information search. (5 marks)

**(Total: 25 marks)**

**Question 4**

- (a) Explain the Maslow's Hierarchy of Needs. (15 marks)
- (b) Marketers divide consumers by demographic segments in the markets. Discuss **TWO (2)** types of demographic segmentation methods and give examples on companies which use these types of segmentation method. (10 marks)
- (Total: 25 marks)**

**Question 5**

- (a) Reference group influences consumers in three ways. Name these **THREE (3)** ways and describe the nature of the influence upon the consumer. (12 marks)
- (b) List and explain any **THREE (3)** types of social power, giving an example of each. (13 marks)
- (Total: 25 marks)**

**Question 6**

- (a) List **FIVE (5)** roles that frequently occur in family decision making. (5 marks)
- (b) Given the number of decisions families make daily, disagreements are inevitable. One study revealed six basic approaches that individuals use to resolve purchase conflicts after they have arisen. Explain with examples any **FIVE (5)** approaches of conflict resolutions. (20 marks)
- (Total: 25 marks)**

