FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)

Course : MKT2105: Consumer Behaviour

Date of Examination : December 5, 2015

Time : 2.00pm – 4.00pm 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. Tan Pei Shi, Mr. Alan Oh,

Ms. Nur Shazliza

Moderator : Ms. Hew Fui Mun

This paper consists of 3 printed pages, including the cover page
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) Briefly explain the following with relevant marketing examples:
   (i) Culture
   (ii) Enculturation
   (iii) Acculturation

   (15 marks)

(b) Characteristics of stimulus itself play 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)

Question 2

Purchase decisions that involve extensive search also entail some kind of perceived risks which is a belief that the purchase potentially could have negative consequences. Name FIVE (5) perceived risks, indicate the kinds of consumers most vulnerable to each risk, and indicate the types of purchases most sensitive to each.

(25 marks)

Question 3

(a) Describe the THREE (3) types of consumer decision that could be faced by consumers during purchase. Provide practical examples.

   (15 marks)

(b) Explain the below strategies with example:
   (i) Social Marketing
   (ii) Green Marketing

   (5 Marks)
   (5 Marks)
Question 4

Define observational learning theory and explain the FOUR (4) steps with examples. (25 marks)

Question 5

(a) Reference groups influence 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 THREE (3) types of social power, giving each an example. (13 marks)

Question 6

(a) List and explain the factors that determine whether decisions will be made jointly or by one spouse or the other. (17 marks)

(b) For each of the following FOUR (4) product categories—groceries, automobiles, vacations and furniture—briefly explain how family composition (with children and without children) could affect purchase decision. (8 marks)

~THE END~

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