



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM2301 Consumer Behaviour in Hospitality**
Semester & Year : May – August 2017
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet in the Answer Booklet provided. You are advised to use a 2B pencil.
PART B (75 marks) : FIVE (5) essay questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 7 (Including the cover page)

PART B : ESSAY QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

How consumers buy is extremely important to marketers. However, marketers are also intensely interested in consumer behaviour related to using and disposing of an offering. Explain with examples the importance of understanding the process a consumer can acquire, use and dispose an offering.

(15 marks)

Question 2

Researchers may collect data from relatively few people or compile data from huge samples of consumers. Each of these tools can provide unique insights that, when combined, reveal very different perspectives on the complex world of consumer behaviour. Examine **FIVE (5)** research tools available to draw qualitative conclusion about a target population's behaviour.

(15 marks)

Question 3

Consumers are more likely to pay attention to and carefully process marketing communications when perceived risk is high. Distinguish **FIVE (5)** types of risk that consumers can perceive.

(15 marks)

Question 4

An Australian-based international publisher in the food sciences has newly established its Malaysian subsidiary. It hopes to fulfil the needs of authors, librarians and book distribution partners, and to provide high quality products and services to the local market. However, the company is deeply concerned with the unique culture of the Malaysian society. Describe how the characteristic of culture is used to influence the marketing and consumption of the publisher's products.

(15 marks)

Question 5

Because some personality traits may be related to consumption behaviour, marketers can develop offerings and communications that appeal to various personality types. Demonstrate how personality traits affect consumer behaviour.

(15 marks)

END OF QUESTION PAPER