

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL1323 RETAIL SHOPPERS BEHAVIOR**  
Trimester & Year : MAY- AUGUST 2018  
Lecturer/Examiner : WONG SIEW FONG  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (20 marks) : Answer 20 multiple choice questions. Answers are to be written in the Answer Booklet provided.  
PART B (80 marks) : Answer FIVE (5) short answer 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 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.

**Total Number of pages = 6 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (80 MARKS)**

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

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1. a) Define shopper or consumer behaviour in a retail environment. [4 marks]  
b) Provide **TWO (2)** explanations as how it can affect the retailer marketing decision? [8 marks]

**[Total: 12 marks]**

2. Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behaviour.

**[Total: 16 marks]**

3. a) Briefly explain how culture, sub culture and cross-culture affect consumer behaviour? [12 marks]  
b) Explain "Halo effect" and provide an example. [4 marks]

**[Total: 16 marks]**

4. a) Describe the term; post-purchase cognitive dissonance in shoppers behaviour. [4 marks]  
b) Elaborate **FOUR (4)** methods to manage cognitive dissonance of potential customers [12 marks]

**[Total: 16 marks]**

5. a) Identify **FIVE (5)** important stages of the buyer decision process. [10 marks]  
b) Provide a brief description of each stage. [10 marks]

**[Total: 20 marks]**

**END OF EXAM**