

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **MKT2113 Consumer Behaviour**
Trimester & Year : May – August 2019
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 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 = 8 (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

Describe **FIVE (5)** research tools available to draw qualitative conclusion about a target population's behaviour.

(15 marks)

Question 2

Analyse the interrelationship among customer value, satisfaction, and retention in designing effective marketing strategies.

(15 marks)

Question 3

At one time or another, everyone has experienced the frustration that comes from the inability to attain a goal and react to frustration in the form of defense that enables them to protect their self-esteem. Explain any **FIVE (5)** defense mechanism of how consumers cope with frustration.

(15 marks)

Question 4

Contemporary behavioral scientists view classical conditioning as learning of associations among events that enable consumers to expect and anticipate events. Illustrate the use of classical conditioning in developing consumer-oriented marketing strategies.

(15 marks)

Question 5

Explain the **FIVE (5)** major steps in consumer decision-making process for a customer who intent to purchase a holiday travel package.

(15 marks)

END OF QUESTION PAPER