

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT2113 Consumer Behaviour**
Trimester & Year : January – April 2022
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : Answer ALL the 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 = 9 (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

In order to sell a product or service or to convince consumers to buy a product, the marketers have to undergo proper research to win them over. It is important for them to know consumers as individuals or groups opt for, purchase, consumer or dispose of products and services and how they share their experience to satisfy their wants or needs.

Critically discuss **FIVE (5)** important factors of understanding consumer behaviour to Marketers. (15 marks)

Question 2

You have just been appointed as a Marketing Consultant by a major retailer of sporting apparel and clothing. The company has asked you to prepare a brief report outlining how they can identify the potential market segments and the criteria to choose the most attractive target markets.

Based on the above scenario, prepare the report.

(15 marks)

Question 3

Each product's unique sensory qualities help it to stand out from the competition, especially if the brand creates a unique association with the sensation. Choose a brand of your choice and analyse how the company can develop their marketing strategies that can appeal to the **FIVE (5)** characteristics of consumer sensory systems.

(15 marks)

Question 4

Contemporary behavioral scientists view classical conditioning as learning of associations among events that enable consumers to expect and anticipate events.

Using any product of your choice, apply the concept of classical conditioning in developing consumer-oriented marketing strategies.

(15 marks)

Question 5

Describe how the characteristic of culture affects consumer buying behaviour.

(15 marks)

END OF QUESTION PAPER