



Private & Confidential

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM 2301 Consumer Behaviour in Hospitality**
Semester & Year : January - April 2016
Lecturer/Examiner : Mr. Najmi Abdullah
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY FIVE (25) Multiple-Choice Questions. Answers are to be written in Answer Booklet provided.
PART B (75 marks) : FIVE (5) short answer questions. Answer ALL the questions.
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 = 8 (Including the cover page)

PART A : TWENTY-FIVE (25) MULTIPLE-CHOICE QUESTIONS (25 MARKS)

INSTRUCTION(S) : Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.

END OF PART A

PART B : FIVE (5) SHORT ANSWER QUESTION (75 MARKS)

INSTRUCTION(S) : Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.

1. The following are **FIVE (5)** aspects of Personality that affect Consumer Behaviour. Briefly explain the **FIVE (5)** aspects and their significance for Consumer Behaviour. (15 marks)

- i. Dogmatism
- ii. Sensation seeking
- iii. Variety-novelty seeking
- iv. Consumer Innovativeness
- v. Social character

2. Perceptual Selection is based on the following **FOUR (4)** concepts. Briefly outline these concepts and how they affect Perceptual Selection. (15 marks)

- i. Selective Exposure
- ii. Selective Attention
- iii. Perceptual Defense
- iv. Perceptual Blocking

3. Analyse the expanding role of children in family decision making. (15 marks)

4. In recent years, McDonald's has undergone some major changes in its marketing strategies to change consumers' attitudes about its image and positioning. It started to offer healthier foods, many branches are now open late or even 24 hours, and they provide Wi-Fi access to customers.

McDonald's recently redesigned some of its restaurants in a more natural and flexible style of decoration that emphasises warm feelings and customer comforts. For example, it introduced some lounge areas and replaced the fixed plastic chairs with wooden ones that provide flexible seating. Advertisements also changed from a child focus to being teenage-centred.

All these marketing strategies are being implemented to change McDonald's target market from the family or child market to the teenage market. And it also aims to exchange the customers' beliefs about unhealthy fast food so that they believe that eating in McDonald's could be a healthy decision. (*Adapted from Schiffman & Kanuk 2010*)

Use the attitude-toward-object model, in which attitude is the function of the presence of certain beliefs or attributes, to explain how the customer attitudes toward McDonald's could be changed by its recent marketing efforts. (15 marks)

5. There are **THREE (3)** different levels of consumer Decision Making

- i. Routinized Response Behaviour
- ii. Limited Problem Solving
- iii. Extensive Problem Solving

Analyse the three different levels of decision making and give an example based on a ***hospitality-based*** product for each level. (15 marks)

END OF EXAM PAPER