

**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**OFFLINE FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **COM2214 CONSUMER BEHAVIOUR**  
Semester & Year : Jan – April 2020  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 72 Hours

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**INSTRUCTIONS TO CANDIDATES**

Answer all **FIVE (5)** questions. Each question carries 20 marks.

You may access the exam paper starting at 2pm on 20 April 2020.  
You must submit your answer not later than 2pm on 23 April 2020.

**Total Number of pages = 2 (Including this cover page)**

**INSTRUCTIONS: Answer ALL FIVE (5) essay questions. Keep in mind the following:**

- **Change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.**
- **Always use your examples, and show how they would apply. Just listing an example (e.g., iPhone 11 promotion) is not enough.**
- **Always support or defend your claim/position adequately.**

1. Do parts (a), (b) and (c) below regarding research on consumer behaviour.
  - (a) Give an overall description of the kind of study each of the **FOUR (4)** academic disciplines undertakes. *(8 marks)*
  - (b) What do marketers focus on in their consumer behaviour research that is specific to each of the four academic disciplines? *(8 marks)*
  - (c) Explain **ONE (1)** ethical concern people have with marketers doing research on consumer behaviour. *(4 marks)*
  
2. Do parts (a) and (b) below on the three forms of behavioural learning and brand personification that provide understanding to consumer behaviour.
  - (a) Explain the **THREE (3)** forms of behavioural learning and show how they could be applied by offering an example for each form. *(12 marks)*
  - (b) Explain how Brand Personification can come about. Illustrate it by using **TWO (2)** examples. *(8 marks)*
  
3. Do parts (a) and (b) below on two models on how consumer attitudes affect consumer behaviours.
  - (a) Explain the **THREE (3)** components of the Tri-Component Model, making sure the connection between consumer attitudes and behaviours is made clear. Provide one example for each component. *(15 marks)*
  - (b) Explain the attitude toward-behaviour model. Show how the model can be applied by using one specific example. *(5 marks)*
  
4. Do parts (a), (b) and (c) below on Abraham Maslow's Theory on the Hierarchy of Needs that offers one major explanation for consumer behaviour.
  - (a) Explain Maslow's theory, and then describe all the levels in his hierarchy of needs. *(12 marks)*
  - (b) Discuss **ONE (1)** strong point of Maslow's theory and **ONE (1)** weak point. *(4 marks)*
  - (c) Taking Maslow's theory as a whole, do you agree it is applicable to all human beings? Why or why not? Explain **TWO (2)** reasons adequately. Make sure the reasons are not given previously in your answer to question (b). *(4 marks)*
  
5. Do parts (a), (b) and (c) below on the Diffusion of Innovations Theory (introduced in the late 1960s) in consumer behaviour.
  - (a) Explain the Diffusion of Innovations theory. Name and explain all stages in the innovation adoption process. *(12 marks)*
  - (b) Discuss **ONE (1)** strong point and **ONE (1)** weak point of the theory. *(4 marks)*
  - (c) How applicable is this theory today? Explain **TWO (2)** reasons for your position. Make sure the reasons are not given previously in your answer to question (b). *(4 marks)*

**END OF EXAM**