

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 : May – August 2021
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

Researchers may collect data from relatively few people or compile data from huge samples of consumers. Each of these tools can provide unique insights that, when combined, reveal very different perspectives on the complex world of consumer behaviour.

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

(15 marks)

Question 2

You are the Marketing Manager of a major retailer of sporting apparel and clothing. Discuss how your company can identify the segments that make up your potential market and the criteria you would use to choose the most attractive target markets.

(15 marks)

Question 3

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. Select any products of your choice, apply the concept 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