

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 2023
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

Explain the **FIVE (5)** steps involved in the consumer decision-making process and how they apply to a recent purchase you made.

(15 marks)

Question 2

Imagine you have been hired as a consumer behavior researcher for a large retail company. Your manager has tasked you with conducting a qualitative research study to gain deeper insights into the needs and wants of your target consumer segment. Based on your understanding of commonly used qualitative research tools, illustrate **FIVE (5)** tools you would use to gather meaningful insights.

(15 marks)

Question 3

Using a brand of your choice, examine how the company can tailor their marketing tactics to stimulate the **FIVE (5)** senses of consumers and create a memorable brand experience.

(15 marks)

Question 4

Analyze **FIVE (5)** major implication of classical conditioning as a marketing tool to influence consumer decision-making and provide examples of how marketers have successfully used classical conditioning in their marketing strategies.

(15 marks)

Question 5

Culture plays a significant role in shaping consumer behavior and affecting the purchasing decisions of individuals. Illustrate **FIVE (5)** major roles of culture in affecting the purchasing decisions of consumers.

(15 marks)

END OF QUESTION PAPER