

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **DRL1309 RETAIL SHOPPERS BEHAVIOUR**

Semester & Year : May-August 2017

Lecturer/Examiner : Jean Tan Chew Chin

Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
 - PART A (20 marks) : Answer all TWENTY (20) multiple choice questions.
 Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 - PART B (80 marks) : Answer any EIGHT (8) short answer 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 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.

PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)

INSTRUCTION(S) : Questions **1 to 20** are multiple choice questions.
Answer **ALL** questions on the answer sheet provided.

1. Which of the following activities refer to consumer behaviour?
 - a. Obtaining.
 - b. Consuming.
 - c. Disposition.
 - d. All the above.
2. Consumer behaviour can be defined as:
 - a. a field of study focusing on marketing activities.
 - b. a field of study focusing on consumer activities.
 - c. a study of pricing.
 - d. the study of decision rules.
3. Consumption analysis is **BEST** referred to:
 - a. Why and how people use and make products.
 - b. Why and how people dispose products
 - c. When and where people dispose of products.
 - d. What and where people dispose products.
4. The advantage of large shopping malls according to consumer behaviour theory is:
 - a. Social experiences for consumers.
 - b. Safe and comfortable area for shopping.
 - c. Consumers are exposed to a wide range of information and products.
 - d. All the above.
5. Timing problem recognition can sometimes be difficult for a marketer to influence because:
 - a. Consumers vary in how long they decide they may have an actual problem.
 - b. Some consumers are not influenced by marketing at all.
 - c. Problem recognition is influenced by many factors.
 - d. Some consumer needs can arise suddenly.
6. When making a purchase decision, a consumer can follow the sequence:
 - a. Outlet selection first, brand selection second.
 - b. Outlet and brand selection simultaneously.
 - c. Brand or item selection first, outlet selection second.
 - d. All of the given answers.

7. Repeat purchase behaviour is frequently referred to as:
- a. Brand loyalty.
 - b. Relationship marketing.
 - c. Customer satisfaction.
 - d. Customer retention.
8. Which of the following **BEST** describes unplanned purchases?
- a. Planned and substitute.
 - b. Primary and secondary.
 - c. Direct and indirect
 - d. Reminder and impulse.
9. Which product are consumers more willing to travel longer distances to shop?
- a. Toothpaste.
 - b. Specific medicine.
 - c. Beer.
 - d. Laundry detergent.
10. What is the consumer perception of quality?
- a. Low price.
 - b. High quality at a reasonable price.
 - c. Low quality, but at low price.
 - d. High quality at a high price.
11. Which **BEST** describes the main reason that consumers do not like shopping in stores?
- a. Salespeople are poorly informed.
 - b. Parking and traffic
 - c. Dealing with crowds.
 - d. All the above.
12. Which **BEST** describes the consumer for not shopping on internet?
- a. Lack of "touch".
 - b. Security concerns.
 - c. Unfamiliar merchants.
 - d. all the above.

13. An understanding of consumer behaviour includes all of the following variables except:
- a. Consumer' values.
 - b. Consumer' perceptions.
 - c. Economic situation.
 - d. How purchases are consumed.
14. Which **BEST** define the meaning of Maslow 's Hierarchy of needs?
- a. Physiological needs (Food, water, air and shelter.
 - b. Affection, friendship and belonging.
 - c. Protection, order and security.
 - d. Branded bag and car.
15. Which of the following **BEST** describes virtual shopping?
- a. Shopping via internet bring 24/7 access to shopping environments, through interacting on smartphone or computer.
 - b. Shopping at departments in mall.
 - c. Shopping with family at the nearby high street.
 - d. Shopping with friends at nearby shopping malls.
16. Which of the following **BEST** describes the demographic segmentation?
- a. Location, location, location.
 - b. Control on buying.
 - c. Spend on unwanted items.
 - d. Age, marital status and Income, wealth and occupation.
17. Consumer behaviour theory provides the manager with:
- a. More problems than it solves.
 - b. Concrete solutions to most marketing problems.
 - c. The proper questions to ask in most market decision situations.
 - d. Solutions to problems.
18. " Only the customer can fire us all" implies that :
- a. Consumers determine which firms survive and which fail.
 - b. Customers can be manipulated into buying goods and services.
 - c. Customers are concerned only when prices go higher.
 - d. Firms should not bother with research as the customer is fickle.

19. Friends, family and co-workers would all be considered _____ group, if they have significant effect on consumer behaviour.

- a. reference.
- b. endorsement.
- c. credential.
- d. expertise.

20. Which of the following statement is **FALSE** in describing internet retailing?

- a. Research has shown that consumers shop online for reasons different to those for shopping from catalogs.
- b. Catalogs and internet appear to work in a complementary fashion.
- c. Internet retailing is a booming and increasingly competitive business.
- d. Apparel is one of the largest sales categories on the internet and one of the fastest growing.

END OF PART A

PART B

INSTRUCTION(S)

: SHORT ANSWER QUESTIONS (80 MARKS)

: Answer any EIGHT (8) questions out of TEN (10) Questions.

Write your answers in the Answer Booklet(s) provided.

Question 1

- a) Describe **TWO (2)** types of consumer's needs. (4 marks)
 - b) Provide **ONE (1)** example of each need. (6 marks)
- (Total 10 marks)**

Question 2

- a) Provide **TWO (2)** factors of your understanding of consumption process? (4 marks)
 - b) Define **THREE (3)** important areas of consumer value framework? (6 marks)
- (Total 10 marks)**

Question 3

- a) Explain why sustainable competitive advantage is so important? (2 marks)
 - b) Provide **THREE (3)** examples of building competitive advantage. (6 marks)
 - c) How does a company gain sustainable competitive advantage? (2 marks)
- (Total 10 marks)**

Question 4

- a) Describe **TWO (2)** types of market characteristics. (4 marks)
 - b) Define **TWO (2)** reasons why market characteristics are important? (6 marks)
- (Total 10 marks)**

Question 5

- a) Provide **TWO (2)** points on your understanding of technology on consumer behavior. (4 marks)
 - b) Describe **THREE (3)** critical decisions about information security. (6 marks)
- (Total 10 marks)**

Question 6

- a) Describe **FOUR (4)** areas of target market segments. (4 marks)
 - b) Explain **THREE (3)** ways of using target marketing strategy. (6 marks)
- (Total 10 marks)**

Question 7

- a) Describe **THREE (3)** types of consumer perception. (6 marks)
 - b) Define **TWO (2)** types of perceived quality. (4 marks)
- (Total 10 marks)**

Question 8

- a) Describe customer attention. (4 marks)
 - b) Describe **THREE (3)** reasons why word of mouth communication is important in consumer behaviour? (6 marks)
- (Total 10 marks)**

Question 9

- a) Describe **FOUR (4)** types of persuasiveness appeals. (4 marks)
 - b) Provide an example for TWO (2) types of appeals. (6 marks)
- (Total 10 marks)**

Question 10

- a) Define **SEVEN (7)** types of important culture values. (7 marks)
 - b) Explain **ONE (1)** example of the seven culture values. (3 marks)
- (Total 10 marks)**

END OF EXAM PAPER