



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MKT2113 Consumer Behaviour**  
Trimester & Year : May – August 2018  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 3 Hours

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#### 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.

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**Question 1**

Market segmentation refers to a technique that enables a business to better target its products at the right customers. Explain **FIVE (5)** bases of segmentation that could be used for market segmentation.

(15 marks)

**Question 2**

Motivation is a process that does not happen in an instant, but takes place over a period of time. Marketer can influence a consumer to buy the marketer's product at any point in time during the process. Illustrate how marketer influences a customer in the process of motivation by using any relevant product as example.

(15 marks)

**Question 3**

Marketers can develop offerings and communications that appeal to various personality types because some personality traits may be related to consumption behaviour. Analyse how personality traits affect consumer behaviour.

(15 marks)

**Question 4**

Examine how marketers develop their marketing strategies that can appeal to the **FIVE (5)** characteristics of consumer sensory systems.

(15 marks)

**Question 5**

Evaluate the importance of understanding and applying consumer behaviour concepts and theories to marketers.

(15 marks)

**END OF QUESTION PAPER**