BERJAYA UNIVERSITY COLLEGE OF HOSPITALITY

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Subject Code & Name	:	**MKT 2113 CONSUMER BEHAVIOUR**
Semester & Year	:	September – December 2016
Lecturer/Examiner	:	Wong Siew Fong
Duration	:	3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
    PART A (25 marks)   :   Answer 25 multiple choice questions. Answers are to be written in the Answer Booklet provided.
    PART B (75 marks)   :   Answer FIVE (5) 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.

Total Number of pages = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (75 MARKS)
INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Consider the Rolex watch, which has a retail price range starting at about RM 4,500 for a stainless-steel model to thousands of dollars for a solid gold model. How might the Rolex's company use geo-demographic clustering in its marketing efforts?

[Total: 15 marks]

2.
   a) Explain why is observation becoming a more important component of consumer research? (5 marks)
   b) Describe 2 (TWO) new technologies that can be used to observe consumption behaviour and explain why they are better to use than questioning consumer behaviour about the same behaviour. (10 marks)

[Total: 15 marks]

3. Identify how the product manager of a hair product might change consumer attitudes toward the company's brand?

   a) What attitude change model should be used? (5 marks)
   b) Explain briefly the attitude change model that was selected. (10 marks)

[Total: 15 marks]

4.
   a) Describe how do consumers reduce post purchase dissonance? (5 marks)

   b) Analyse how can marketers provide positive reinforcement to consumers after the purchase to reduce their dissonance? (10 marks)

[Total: 15 marks]

5. Evaluate why are companies increasingly introducing green products and engaging in ecologically friendly practices? Explain your answer.

[Total: 15 marks]

END OF EXAM PAPER