

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION (ONLINE)

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **COM2214 CONSUMER BEHAVIOUR**

Semester & Year : September—December 2021

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- Answer **ALL** questions in Part A (short-answer questions) and Part B (short-essay questions).
- Part A has 6 questions giving a total of 60 marks while Part B has 2 questions giving a total of 40 marks.
- This is an online exam and it should be completed independently, without discussion with other students or individuals.
- Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.
- Always use your examples, and show how they would apply. Just listing an example (e.g., the press release) is not enough.
- Always support or defend your claim/position adequately.

Total Number of pages = 3 (Including this cover page)

PART A: Short-answer questions. Do all **SIX (6)** questions. (60 marks)

1. Do parts (a) and (b) below regarding research on consumer behaviour. *(total 12 marks)*
 - (a) Name the **FOUR (4)** academic disciplines marketers may involve in their research on consumer behaviour. *(4 marks)*
 - (b) What do marketers focus on that is specific to each of the four academic disciplines applied to the research on consumer behaviour? *(8 marks)*

2. Do parts (a) and (b) below on Brand Personification. *(total 9 marks)*
 - (a) Explain how Brand Personification can come about. *(3 marks)*
 - (b) Illustrate Brand Personification with **THREE (3)** types of personification and apply **ONE (1)** specific characteristic to each type. *(6 marks)*

3. Do parts (a) and (b) below on Henry Murray's psychogenic needs. *(total 9 marks)*
 - (a) Pick any **THREE (3)** of Murray's six psychogenic needs. For each need picked, describe its observable behaviour. *(3 marks)*
 - (b) Using the exact **THREE (3)** psychogenic needs picked for question (a), offer **ONE (1)** appropriate advertisement/commercial that can be applied to each of the needs. Describe the advertisement/commercial. *(6 marks)*

4. Do parts (a) and (b) below on Sigmund Freud's Theory of Personality for understanding consumer behaviour. *(total 9 marks)*
 - (a) Name and explain the **THREE (3)** key concepts of the theory. *(4.5 marks)*
 - (b) Apply the theory to show consumer behaviour at work by using one specific example. *(4.5 marks)*

5. Do parts (a) and (b) below on the three forms of behavioural learning relevant to consumer behaviour. *(total 12 marks)*
 - (a) Name and explain each of the **THREE (3)** forms. *(6 marks)*
 - (b) Apply the three forms of behavioural learning by using **ONE (1)** example of consumer behaviour to illustrate each form. *(6 marks)*

6. The Tri-Component Attitude (TCA) Model is one major way of studying how consumer attitudes affect consumer behaviours. Explain the **THREE (3)** components, making sure you clarify the connection between consumer attitudes and behaviours. *(total 9 marks)*

END OF PART A

PART B: Short-essay questions. Do **BOTH** questions. (40 marks)

1. Do parts (a), (b) and (c) below on Abraham Maslow's Theory on the Hierarchy of Needs. *(total 20 marks)*
 - (a) Offer a summary of Maslow's theory, and then describe each of the **FIVE (5)** levels in his hierarchy of needs. *(10 marks)*
 - (b) Discuss **TWO (2)** strong points of Maslow's theory and **TWO (2)** weak points. *(6 marks)*
 - (c) Taking Maslow's theory as a whole, do you agree it is applicable to all human beings? Why or why not? Explain at least **ONE (1)** reason adequately or persuasively. Make sure this reason is not given previously in your answer to question (b). *(4 marks)*

2. Covert marketing, product placement, and advertorials are three ways marketers/advertisers have developed and used after research performed on consumer behaviour. Do parts (a), (b) and (c) below on the three ways and the ethics involved. *(total 20 marks)*
 - (a) Explain covert marketing. Give **ONE (1)** example to illustrate. Explain **ONE (1)** reason why that example you gave is an unethical marketing practice. *(6 marks)*
 - (b) Explain product placement. Why are marketers/advertisers doing it? Why can product placement be considered unethical advertising? *(7 marks)*
 - (c) Explain advertorials. Give **ONE (1)** example to illustrate. Why can advertorials be considered unethical marketing practice? *(7 marks)*

END OF EXAM