

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM2214 CONSUMER BEHAVIOUR**
Semester & Year : Sept – Dec 2022
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer ALL SIX (6) short-answer questions. Write your answer in the Answer Booklet provided.
PART B (40 marks) : Answer ALL TWO (2) short-essay questions. Write your answer 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 Student Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including this cover page)

PART A : SHORT-ANSWER QUESTIONS (60 MARKS)
INSTRUCTIONS : Answer **ALL SIX (6)** questions.

1. Answer parts (a) and (b) below regarding research on consumer behaviour. (8 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? (4 marks)

2. Answer parts (a) and (b) below on the Brand Personification. (8 marks)
 - (a) Explain how Brand Personification comes about. (2 marks)
 - (b) Illustrate Brand Personification with **THREE (3)** types of personification and apply **ONE (1)** specific characteristic to each type. (6 marks)

3. Market segmentation can be classified into two broad types of consumer characteristics. Do parts (a) and (b) below: (8 marks)
 - (a) Identify the **TWO (2)** broad types of consumer characteristics. (2 marks)
 - (b) Illustrate **ONE (1)** feature of the consumer-intrinsic factor as well as **ONE (1)** feature of the consumption-based factor for each type of consumer characteristics. (6 marks)

4. Answer parts (a) and (b) below on Henry Murray's psychogenic needs. (15 marks)
 - (a) Pick any **THREE (3)** of Murray's six psychogenic needs. For each need picked, describe its observable behaviour. (6 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 adequately. (9 marks)

5. Answer parts (a) and (b) below on Sigmund Freud's Theory of Personality for understanding consumer behaviour. (12 marks)
 - (a) Explain "id", "superego", and "ego" in Freud's theory. (6 marks)
 - (b) Explain the consumer behaviour associated with each of the **THREE (3)** ego situations. Make sure to use one example for each of the situation. (6 marks)

6. Answer parts (a) and (b) below on the three forms of behavioural learning relevant to consumer behaviour. *(9 marks)*
- (a) Name and explain each of the **THREE (3)** forms. *(3 marks)*
- (b) Apply the three forms of behavioural learning by using **ONE (1)** example of consumer behaviour to illustrate each form. *(6 marks)*

END OF PART A

PART B : SHORT-ESSAY QUESTIONS (40 MARKS)

INSTRUCTIONS : Answer **the TWO (2)** questions given.

1. Answer parts (a), (b) and (c) below on Abraham Maslow's Theory on the Hierarchy of Needs. *(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. Answer parts (a), (b) and (c) below on the Diffusion of Innovations Theory in consumer behaviour. *(20 marks)*
 - (a) Name and explain the **FIVE (5)** stages in the innovation adoption process. *(12.5 marks)*
 - (b) Discuss **ONE (1)** strong point and **ONE (1)** weak point about the theory in explaining consumer behaviour. *(4 marks)*
 - (c) How applicable is this theory today. Explain **ONE (1)** reason for your position. Make sure this reason is not given previously in your answer to question (b). *(3.5 marks)*

END OF EXAM