Total marks for this paper is 100 marks.

There are three parts in this question paper. All questions in Part One and Part Two are COMPULSORY.

Part One includes 20 Compulsory multiple choice questions.

Select the most appropriate answer from the given choices and mark it in the given space in the answer book.

Part Two includes 06 Compulsory short answer questions.

Part Three includes 02 Essay Type Questions. Answer only 01 Question from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts
2. Always start answering a question on a new page
3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams
4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate
5. Illegible hand writing and language errors will be penalised
PART ONE

Read the question and select the most appropriate answer out of the four given choices.
Tick your choice in the given space in the answer booklet.

Question 01

Question 01.1
“Consumer behaviour stems from four disciplines.” Which of the following includes those four disciplines?

a) Psychology, communication, sociology, archaeology  
b) Anthropology, economics, communication, psychology 
c) Anthropology, sociology, communication, psychology 
d) None of the above

Question 01.2
An unhappy customer who stays with the company due to a monopolistic environment or low prices can be recognized as:

a) A terrorist  
b) A mercenary  
c) A hostage  
d) A defector

Question 01.3
Which of the following statements is incorrect?

a) Goals are the sought-after results of motivated behaviour  
b) Positive outcomes that we seek are called “approach goal objects”  
c) There are two types of goals as “generic goals” and “product-specific goals”  
d) There is only one specific goal for any given need

Question 01.4
What is not a qualitative measure of consumer motives?

a) Storytelling  
b) Regression analysis  
c) Word association  
d) Thematic apperception test
**Question 01.5**
What is the incorrect statement about Freudian Theory of Personality?

a) The premise of Freudian theory is that unconscious needs or drives, are at the heart of human motivation and personality  
b) The id is the warehouse of primitive and impulsive drives  
c) The superego is individual’s conscious control  
d) The ego is the internal monitor that attempts to balance the impulsive demands of the id and the socio-cultural constraints of the superego

**Question 01.6**
Any changes in logos and packages of a product must be within certain limits in order to ensure that consumers still recognize the items instantly after the change is called:

a) Just noticeable difference  
b) Subliminal perception  
c) Differential threshold  
d) Absolute threshold

**Question 01.7**
Selective exposure occurs when consumers tune into messages that they find _____________ and they actively avoid _____________ ones.

a) Pleasant, sympathetic  
b) Painful, threatening  
c) Threatening, sympathetic  
d) Pleasant, painful

**Question 01.8**
Three forms of behavioural learning are:

a) Classical conditioning, operant conditioning, associative learning  
b) Classical conditioning, associative learning, stimulus response learning  
c) Classical conditioning, instrumental conditioning, stimulus response learning  
d) Classical conditioning, instrumental conditioning, observational learning

**Question 01.9**
The removal of an unpleasant stimulus that strengthens the likelihood of a given response during the same or similar circumstances is called:

a) Positive reinforcement  
b) Negative reinforcement  
c) Generalization  
d) Punishment
Question 01.10
____________ is the systematic evaluation of information and alternatives needed to solve a recognized but unfilled need or unsolved problem.

a) Cognitive learning  
b) Observational learning  
c) Behavioural learning  
d) Passive learning

Question 01.11
____________ forms when consumers rely on price as an indicator of product quality.

a) Perceived value  
b) Price/quality relationship  
c) Price/perceived benefit relationship  
d) Perceived cost/perceived benefit relationship

Question 01.12
The Tri-component attitude model consists of the components below:

a) Cognitive, affective, conative  
b) Cognitive, behavioural, critical  
c) Conative, attitudinal, cognitive  
d) Conative, behavioural, affective

Question 01.13
“Attitude-toward-object model” maintains that a consumer’s evaluation of a product is a function of ____________ and ____________.

a) Importance of attributes, suitability of the attributes  
b) Availability of attributes, suitability of the attributes  
c) Acceptability of attributes, availability of attributes  
d) Importance of attributes, extent to which the product has given attributes

Question 01.14
Which one is correct when the product’s performance exceeds expectations and the consumer is satisfied?

a) Cognitive dissonance  
b) Positive disconfirmation of expectations  
c) Negative disconfirmation of expectations  
d) Neutral disconfirmation of expectations
Question 01.15
A parent who is very nurturing and highly permissive during consumer socialization can be recognized as:

a) Neglecting parent
b) Authoritative parent
c) Indulgent parent
d) Authoritarian parent

Question 01.16
A person who controls the information that reaches the family’s children by using the parental control can be recognized as:

a) Decider
b) Buyer
c) Preparer
d) Gatekeeper

Question 01.17
_____________ can be defined as families that do not readily fit into the family lifecycle.

a) Non-traditional families
b) Non-family households
c) Traditional families
d) Traditional households

Question 01.18
An increase or upward shift in social class due to availability of educational resources is called:

a) Social mobility
b) Social class
c) Social customs
d) Upward mobility

Question 01.19
The division of members of a society into a hierarchy of distinct status classes is called:

a) Social mobility
b) Social class
c) Social group
d) Social norm
Question 01.20

___________ is the contributing a portion of firm’s revenue to causes that are socially desirable and supported by the public.

a) Consumer ethics
b) Provocative marketing
c) Cause-related marketing
d) Covert marketing

(Total 20 Marks)
PART TWO

This part includes SIX compulsory short answer questions.
Answer all questions.

Question 02
Write short notes on:
- Exploitive marketing
- Consumer ethics
- Perceived risk
- Brand image

(10 Marks)

Question 03
Explain the difference between classical conditioning and instrumental conditioning in consumer learning.

(10 Marks)

Question 04
Briefly explain how to alter consumers’ attitudes to a Sri Lankan brand.

(10 Marks)

Question 05
Briefly explain four (04) components of self-image with suitable examples.

(10 Marks)

Question 06
Explain why we consider family as a socialization agent.

(10 Marks)

Question 07
Explain four (04) consumption-related personality traits.

(10 Marks)

(Total 60 Marks)
PART THREE

This part includes TWO Essay Type Questions
Answer only ONE question from this part

Question 08
“Marketers can manipulate consumers’ interpretations of marketing stimuli through the context in which those stimuli are featured.” Explain the three (03) questionable practices below addressing this manipulation using at least two examples per each of your choice.

- Covert marketing
- Product placement
- False or misleading advertising

(Total 20 Marks)

Question 09
Customer value, satisfaction and retention are closely related with each other. Discuss this statement using an example of your choice.

(Total 20 Marks)

(Total 100 Marks)

-END-