Postgraduate Diploma in Marketing Management

Influencing Consumer Behaviour (ICB)

SAMPLE EXAM PAPER

INFORMATION

- The total mark for this paper is 100.
- Examination will be Three (03) hours in duration.
- This examination comprises 30 compulsory questions.

<table>
<thead>
<tr>
<th>Section</th>
<th>Question type</th>
<th>Marks allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section One</td>
<td>Twenty (20) multiple choice questions</td>
<td>2 Marks x 20 = 40 Marks</td>
</tr>
<tr>
<td>Section Two</td>
<td>Five (05) compulsory short answer questions</td>
<td>8 Marks x 5 = 40 Marks</td>
</tr>
<tr>
<td>Section Three</td>
<td>Five (05) Scenario based questions</td>
<td>4 Marks x 5 = 20 Marks</td>
</tr>
</tbody>
</table>

INSTRUCTIONS

- Answer all questions, within all three sections.
- State your Registration Number on the front cover of the answer booklet and on each and every supplementary sheet attached to it.
- Do not mention your name anywhere in the answer booklet or answer scripts.
- Always use a new page when answering a new question.
- Use a black or dark blue pen.
- You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
SECTION ONE

CHOOSE ONE CORRECT ANSWER FROM THE OPTIONS PROVIDED.

Question 01

What is defined by “consumer behaviour”?

a) The study of consumers’ choices during comparing products and services that they believe would satisfy their needs than the competitors
b) The study of consumers’ choices during searching, evaluating, purchasing, and using products and services that they believe would satisfy their needs
c) The study of understanding and creating values to satisfy the consumer needs via meeting a profit.
d) The study of understanding and communicating values to satisfy the consumer needs via meeting a profit.

Question 02

What term is used to identify the ratio between customers’ perceived benefits and the resources they use to obtain those benefits?

a) Customer retention
b) Customer satisfaction
c) Customer value
d) Customer demand

Question 03

What is meant by “brand personification”?

a) Communicating human features of a brand in advertising
b) Communicating product features of a brand in advertising
c) Communicating human features of a competitor in advertising
d) Communicating product features of a competitor in advertising

Question 04

“Innovators” are the:

a) first to try new services, product line extensions, and brands because they are familiar with business environment
b) first to try new services, product line extensions, and brands because they are close to suppliers who provide raw materials
c) first to try new products, product line extensions, and services because they are close to new ideas and practices of a competitor
d) first to try new products, product line extensions, and services because they are open to new ideas and practices
Question 05
Perception is all about consumers’ ____________ understanding rather than __________ realities.

a) objective, subjective  
b) subjective, objective  
c) real, misinterpreted  
d) misinterpreted, real

Question 06
What does it mean by “Extrinsic Cues”?

a) Characteristics that are not inherent in the organization  
b) Characteristics that are inherent in the organization  
c) Characteristics that are not inherent in the product  
d) Characteristics that are inherent in the product

Question 07
What is another term that can be used for “Behavioural Learning”? 

a) Cognitive learning  
b) Observational learning  
c) Rational learning  
d) Stimulus- response learning

Question 08
Attitudes might propel consumers ____________ a particular behaviour or repel them __________ from such.

a) towards, away  
b) towards, closer  
c) away, towards  
d) closer, towards

Question 09
The process of teaching people to behave in a way that is acceptable to their society is called: 

a) Formalization  
b) Synchronization  
c) Rationalization  
d) Socialization
Question 10

Which is a level of cultural norms?

a) The supranational level  
b) Natural level  
c) Organizational level  
d) Individual level

Question 11

“Collectivistic culture” always prefers:

a) “You” instead of “We”  
b) “You” instead of “I”  
c) “We” instead of “I”  
d) “I” instead of “We”

Question 12

The newest way of describing the stages consumers pass through as they develop relationships with brands before, during and after purchase is called:

a) Customer decision making  
b) Consumer journey  
c) Consumer life circle  
d) Customer lifetime value

Question 13

Gathering and analysing statistical data, utilizing observational research, experimentation, and survey research is called:

a) Quantitative research  
b) Qualitative research  
c) Causal research  
d) Observational research

Question 14

The second step in the consumer research process is to search:

a) Quantitative data  
b) Qualitative data  
c) Secondary data  
d) Primary data
Question 15
If you measure the validity of quantitative research:

a) The data collected applies to the study’s objectives and questions
b) The data collected applies to the study’s item-to-total correlation
c) The data collected applies to the study’s consistency
d) The data collected applies to the study’s internal consistency

Question 16
“Motivation” can be explained as:

a) The driving force that impels organizations to act and reflects the objectives one has for acting or behaving in a particular way
b) The driving force that impels people to act and reflects the objectives one has for acting or behaving in a particular way
c) The driving force that impels people to act and reflects the reason or reasons one has for acting or behaving in a particular way
d) The driving force that impels organizations to act and reflects the reason or reasons one has for acting or behaving in a particular way

Question 17
_______ are circumstances in which something is necessary or requires some course of action.

a) Demands
b) Needs
c) Supplies
d) Customers

Question 18
Which is not a qualitative measure of consumer motives?

a) thematic apperception test
b) storytelling
c) regression analysis
d) word association

Question 19
The consumer behaviour can be driven by:

a) Personality, Weather, Learning, Attitudes
b) Personality, Perception, Learning, Attitudes
c) Personality, Weather, Learning, competitors
d) Suppliers, Perception, Learning, Attitudes
Question 20

“Non-consumption” can be happened:

a) if consumers are highly knowledgeable  
b) if consumers are highly interested  
c) if new entrants attack the organization  
d) if substitutes are being perceived by consumers

(2 marks x 20 = 40 marks)
SECTION TWO

THIS PART INCLUDES FIVE (05) SHORT ANSWER QUESTIONS.

ANSWER ALL QUESTIONS.

Question 01

![Input] → [Process] → [Output]

*Figure 1: A model of Consumer Decision Making*

Explain the above Consumer Decision Making Model highlighting core concepts used in each node.

*(08 Marks)*

Question 02

![Maslow's Hierarchy of Needs]

*Figure 2: Maslow’s Hierarchy of Needs*

Briefly explain how Figure 2 is used to motivate the behaviour of an individual.

*(08 Marks)*
**Question 03**

“Perceived risk is the uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions.” Briefly explain the elements of perceived risk.

*(08 Marks)*

**Question 04**

<table>
<thead>
<tr>
<th></th>
<th>Opinion Leaders</th>
<th>Opinion Receivers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Involvement</strong></td>
<td>a</td>
<td>d</td>
</tr>
<tr>
<td><strong>Product Involvement</strong></td>
<td>b</td>
<td>e</td>
</tr>
<tr>
<td><strong>Social Involvement</strong></td>
<td>c</td>
<td>f</td>
</tr>
</tbody>
</table>

*Figure 3: Differences between Opinion Leaders & Receivers*

Fill the answers for a,b,c,d,e and f for Figure 3 and briefly define who are opinion leaders and opinion receivers.

*(08 Marks)*

**Question 05**

“Marketers have studied each spouse’s relative influence in consumption and identified four patterns of husband-wife decision-making.” Explain these four (04) patterns.

*(08 Marks)*

(8 marks x 5 = 40 marks)
SECTION THREE

THIS PART INCLUDES FIVE (05) SCENARIO-BASED QUESTIONS

ANSWER ALL QUESTIONS.

Due to the COVID-19 pandemic & social distancing, various shifts and disturbances have occurred to the buying habits of consumers. Consumers learn to improvise and learn new patterns. Although customers are returning to old habits, new rules and practices are likely to change the way consumers shop and purchase goods and services. For an example consumer, for instance, do not go to the supermarket, so the store comes to home. Advances in technology, changing demographics, and creative ways in which customers have learned to cope with blurring the boundaries between work, leisure, and education will also generate new behaviours.

Consumers are therefore to be learnt by a modified drive, repeated cues, response and reinforcement. Hence, all marketing activities are being re-evaluated by companies during this pandemic. Because consumer learning is a process that evolves and changes as consumers acquire knowledge from experience, observations, and interaction with others. This is challenging and need a proper analysis on current market changes due to social distancing. Though the consumer is learnt, changing their attitudes is again a challenge. Because, consumers learn attitudes from direct experience with the product, word-of-mouth, exposure to mass media, and other information sources. Marketers who introduce new items strive to form favourable consumer attitudes towards the new products in order to get consumers to try them, like them, and continue to buy them. Thus, organizations need to adopt to new strategies to change the consumers’ attitude for new changes happened during the pandemic.

**Question 01**
Briefly explain any two (02) concepts in consumer behaviour which will be impacted by COVID 19.

(04 marks)

**Question 02**
Explain how the concept of “Consumer behaviour in the Digital Era” is important mainly in a social distancing.

(04 marks)

**Question 03**
Explain how tri-component model can be used to change the consumers’ attitudes in a pandemic.

(04 marks)

**Question 04**
How important the marketing ethics and social responsibility during COVID 19?

(04 marks)
Question 05
Briefly explain four (04) methods of social media engagement that may be used during a pandemic by organizations in order to enhance the consumer engagement towards their products.

(4 marks x 5 = 20 marks)
(100 Marks)