Sri Lanka Institute of Marketing
Postgraduate Diploma in Marketing
June 2020 Examination
Exploring Consumer Behavior (ECB)

Date: 23 July 2020

Time: 0830 Hrs – 1130 Hrs
Duration: Three (03) Hrs

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 booklet and on each and every additional paper attached to it. Your name must not appear anywhere in the answer booklet 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 needs should be considered from the perspective of product instead of satisfaction”
Which of the following includes this orientation?

a) Production concept
b) Product concept
c) Marketing myopia
d) Selling concept

Question 01.2

Which statement of the following is correct?

a) Needs and goals are not interdependent
b) Needs are always fully satisfied
c) Needs are never fully satisfied
d) New needs are not emerged as old ones are satisfied

Question 01.3

Three motivational factors for consumer innovativeness are:

a) Functional factors, cognitive factors and physical factors
b) Physiological factors, cognitive factors and hedonic factors
c) Trait factors, cognitive factors and hedonic factors
d) Hedonic factors, cognitive factors and functional factors

Question 01.4

What is a facet of personality?

a) Personality does not reflect individual differences
b) Personality may not change
c) Personality is consistent and enduring
d) Personality seeks attention
Question 01.5

Which theory focuses on the empirical measure of a personality in terms of specific psychological characteristics?

a) Maslow Theory  
b) Neo Freudian Theory  
c) Trait Theory  
d) Freudian Theory

Question 01.6

______________ refers to the message below the threshold level/conscious level.

a) Subliminal perception  
b) Selective attention  
c) Selective exposure  
d) Closure

Question 01.7

What is not a component of perceptual organization?

a) Grouping  
b) Closure  
c) Figure and ground  
d) Exposure

Question 01.8

Consumer Attitude is a composite of a consumer’s:

a) Beliefs, feelings and behavioural intentions  
b) Cognition, affect and conation  
c) Cognition, feelings and behavioural intentions  
d) Cognition, affect and behaviour
Question 01.9

______________ gives individuals an understanding of what purchases are acceptable to the ingroup, as well as a feeling of identity and belonging.

   a) Consumerism  
   b) Consumer ethnocentrism  
   c) Domestic customers  
   d) Commercialism

Question 01.10

Which one of the following is a component of the Functional Attitude Theory?

   a) Actualization attitudes  
   b) Physiological attitudes  
   c) Utilitarian attitudes  
   d) Social-conducive attitudes

Question 01.11

______________ is a process by which people gather and interpret information about products and services and use this information/knowledge in buying patterns and consumption behaviour.

   a) Consumer perception  
   b) Consumer learning  
   c) Consumer motivation  
   d) Consumer interpretation

Question 01.12

Behavioural learning sometimes referred as:

   a) Classical learning  
   b) Operant learning  
   c) Stimulus-response learning  
   d) Associative learning
Question 01.13

Responding the same way to slightly different stimuli is called:

a) Cognitive association
b) Three-hit theory
c) Conditional response
d) Stimulus generalization

Question 01.14

_____________ advocates balancing society’s interests with the needs of consumers and marketers which is a base for socially responsible marketing.

a) Holistic marketing concept
b) Societal marketing concept
c) Production marketing concept
d) Product marketing concept

Question 01.15

Parents who have high expectations for achievement and maturity but are warm and responsive are called as:

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

Question 01.16

A person who first suggests the idea of a product/service and initiates the purchase process in a family is called:

a) The influencer
b) The decider
c) The purchaser
d) The initiator
Question 01.17

What is not a demographic factor to determine a person’s social class?

a) Behaviour  
   b) Income  
   c) Wealth  
   d) Education

Question 01.18

What is an element of culture?

a) Motives  
   b) Rituals  
   c) Interactions  
   d) Goals

Question 01.19

A group of two or more people related by birth, marriage or adoption and residing together is called as a:

a) Group  
   b) Social class  
   c) Household  
   d) Family

Question 01.20

Moral principles designed to guide marketers’ behaviour is called:

a) Social marketing  
   b) Marketing morals  
   c) Marketing ethics  
   d) Marketing intuition

(Total 20 Marks)
PART TWO

This part includes SIX (06) compulsory short answer questions
Answer all questions.

Question 02

Write short notes on:
   i. Market segmentation
   ii. Interactive communication
   iii. Cross-screen marketing
   iv. Customer value

(10 Marks)

Question 03

The newly acquired knowledge affects the future behaviour of consumers and this learning consists of four elements. Briefly explain these four (04) elements.

(10 Marks)

Question 04

There are certain sources and factors that play a role in determining consumers’ attitudes toward marketing objects. Explain four (04) such factors.

(10 Marks)

Question 05

“Personality reflects individual differences”. Explain this statement.

(10 Marks)

Question 06

“Family has a major role in socializing children”. Explain why.

(10 Marks)

Question 07

Explain three (03) ways in violating the consumer privacy when marketing products.

(10 Marks)

(Total 60 Marks)
PART THREE

This part includes TWO (02) essay type questions
Answer only ONE (01) question from this part.

Question 08

Consumers have both innate and acquired needs. Give examples of each kind of need and show how same purchase can serve to fulfil either or both kinds of needs.

(Total 20 Marks)

Question 09

It is more expensive to win new customers than to retain existing ones. Discuss six (06) reasons for this using an example of your choice.

(Total 20 Marks)

(Total 100 Marks)

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