

**UNIVERSITY OF BOLTON**  
**INSTITUTE OF MANAGEMENT**  
**BSc (Hons) BUSINESS MANAGEMENT**  
**SEMESTER ONE EXAMINATIONS 2018/2019**  
**CONSUMER BEHAVIOUR**  
**MODULE NO: BAM5004**

Date: Wednesday 16<sup>th</sup> January 2019

Time: 2.00 – 4.00

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**INSTRUCTIONS TO CANDIDATES:**

Please be aware that there are **TWO** sections in this paper which are worth 50% of the final mark for the module.

**Section A** (worth a total of 40%)

Compulsory 20 multiple choice questions. All questions must be answered and there is only one correct answer per question. Please list the question number and answer within one page of your answer booklet under the title: **Section A**

**Section B** (worth a total of 60%)

There are three questions in this section. You should provide an essay style response for **ONE QUESTION ONLY**. All questions carry equal marks. Please clearly indicate the number of the question being answered on a new page under the title: **Section B**

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**Section A** (worth a total of 40%)

This is a compulsory section, ALL questions must be answered. Please be aware that there is only one correct answer per question.

1. Which one of the following is NOT a demographic dimension?
  - a. Education
  - b. Nationality
  - c. Ethnicity
  - d. Targeting
  
2. Which one of the following is considered to be the middle layer of *Maslow's Hierarchy of Needs*? (NB there are 5 layers in total)
  - a. Safety
  - b. Physiological
  - c. Self-actualisation
  - d. Love/Belonging
  
3. Which one of the following represents the third stage of the consumer decision making process?
  - a. Evaluation of alternatives
  - b. Information search
  - c. Product choice
  - d. Problem recognition
  
4. Which one of the following is NOT a *heuristic* ?
  - a. Product signals
  - b. Positioning
  - c. Market beliefs
  - d. Country of origin

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5. *Accommodative purchase decisions* are one of the following. Which one?
- Those for which family members have different preferences or priorities and they cannot agree on a purchase to satisfy the minimum expectations of all involved
  - Those for which the children in a family influence the desired purchase
  - Those for which family members agree on the desired purchase, differing only in terms of how it will be achieved
  - Those in which only accommodating family members are involved
6. In *Collective Decision-making* the person who conducts the information search and controls the flow of information available to the groups is the \_\_\_\_\_. Which one of the following is the correct answer?
- Buyer
  - Gatekeeper
  - Janitor
  - Controller
7. Children make up three distinct markets. The first is the *primary* market and the second is the *influence* market. Which one of the following is the third of these markets?
- Immature market
  - Toys market
  - Future market
  - Youth market
8. Which one of the following is a variable of the *Family Life-cycle*?
- Size of house
  - Brand loyalty
  - Product life
  - Marital status

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9. Which one of the following correctly describes when *Instrumental conditioning* occurs?
- The individual learns to perform behaviours that produce positive outcomes and to avoid those that yield negative outcomes
  - Consumers share the same attitudes and beliefs about products
  - A stimulus that elicits a response is paired with another stimulus that initially does not elicit a response on its own
  - A stimulus elicits a physiological response
10. In *sensory marketing* marketers pay extra attention to the link between our senses and \_\_\_\_\_. Which one of the following is the correct answer?
- Product placement
  - Product benefits
  - Product experiences
  - Product life-cycles
11. \_\_\_\_\_ refers to the positivity of a person's self-concept. Which one of the following is the correct answer?
- Self-esteem
  - Lifestyle concept
  - Personality concept
  - Cognition
12. Which one of the following refers to a person's unique psychological make-up and how it consistently influences the way in which a person responds to their environment?
- Personality
  - Motivation
  - Emotion
  - Perception

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13. Which one of the following are consumer spending analysts referring to when they talk about 'the top of the pyramid'?
- Low-income consumers
  - Tall consumers
  - Younger consumers
  - High-income consumers
14. Which one of the following is considered to be a *flow state* which occurs when consumers are truly involved with a product, advert or website?
- A sense of pride
  - A feeling of being in control
  - Being asleep
  - Repeating a purchase
15. *Acculturation* can be described as one of the following. Which one?
- Values shared within a culture
  - Learning the value system and behaviors of another culture
  - Learning the beliefs and values of one's own culture
  - Linking values to consumer behaviour
16. *Perceived Risk* is greater when a product is \_\_\_\_\_. Which one of the following is the correct answer?
- Cheap
  - Expensive or complicated
  - Highly availability
  - Always the same

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17. Which one of the following is considered as one of the consumer needs that emphasises the tangible attributes of products such as the calories in a chocolate bar or the durability of a pair of jeans?
- Biogenic needs
  - Psychogenic needs
  - Hedonic needs
  - Utilitarian needs
18. In *Classical Conditioning*, after conditioning occurs the conditioned stimulus leads to which one of the following?
- A visit to the vet
  - A bowl of dog food
  - An unconditioned stimulus
  - A conditioned response
19. Only one of the following statements is correct. Which one?
- Low self-esteem refers to a person's height
  - Self-esteem is a demographic dimension
  - People with low self-esteem expect that they will not be able to afford luxury products
  - People with high self-esteem spend more money on themselves because they feel they are worth it
20. In Freudian systems of personality theory the *superego* is one of the following. Which one?
- The 'conscience' part of the mind
  - The 'mediator' part of the mind
  - The 'party animal' part of the mind
  - The 'bottom' part of the mind

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**END OF SECTION A**

**Section B is overleaf**

PAST EXAMINATION PAPER

**SECTION B** (worth a total of 60%)

There are 3 questions in this section. You should provide an essay style response to **ONE QUESTION ONLY**. *All questions are equally weighted.*

1. Marketers use *sensory marketing* to help consumers decide which products appeal to them. Explain *sensory marketing* and use appropriate examples based on the five senses to demonstrate your understanding of how it works and its importance to marketers.
2. An understanding of the *self-concept* helps marketers influence the behaviour of consumers. Explain the *self-concept* and use appropriate examples to illustrate your discussion of why this concept is important in understanding and shaping consumer behaviour.
3. A purchase decision can be said to be the outcome of a series of stages that results in the selection of one product over competing options. Explain the *5-stage consumer decision-making process* and use suitable examples to show your understanding of how it works and why it is an important concept in the marketing of products and services to consumers.

**END OF QUESTIONS**