

UNIVERSITY OF BOLTON
INSTITUTE OF MANAGEMENT
BSC (HONS) BUSINESS MANAGEMENT
SEMESTER 2 EXAMINATIONS 2018/2019
CONSUMER BEHAVIOUR
MODULE NO: BAM5004

Date: Wednesday 22 May 2019

Time: 2.00 – 4.00

INSTRUCTIONS TO CANDIDATES:

There are 4 questions on this paper.

You must answer 2 of the 4 questions.

All questions carry equal marks.

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Consumer Behaviour
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Questions

- 1) Using examples, explain the difference between consumer needs and wants and how these may vary dependent upon the individual consumer. (50 marks)**
- 2) Providing examples, describe why a marketer should use consumer behaviour theory to develop their strategies. (50 marks)**
- 3) Explain how buying decisions made by families may differ from those made by business buyers. Use theory and real world examples to illustrate your answer. (50 marks)**
- 4) Explain why the 'grey market' (i.e. consumers over 50 years of age) is important. Relate your answer to theory and provide examples. (50 marks)**

END OF QUESTIONS