

**UNIVERSITY OF BOLTON**

**RAK ACADEMIC CENTRE**

**BUSINESS MANAGEMENT**

**SEMESTER TWO EXAMINATIONS 2018/2019**

**CONSUMER BEHAVIOUR**

**MODULE NO: BAM5004**

Date: Friday 24<sup>th</sup> May 2019

Time: 1:00pm - 3:00pm

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**INSTRUCTIONS TO CANDIDATES:**

There are **TWO** sections on this paper.

Answer any **FOUR** questions from Section B and Section A is **non-optional**

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Semester Two Examination 2018/19  
Consumer Behaviour  
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## SECTION A

Q1. Every day, the consumer makes numerous decisions concerning every aspect of their lives; and insight into their decision-making process is crucial to understanding consumer behaviour

- i. Illustrate the Simple Model of Consumer Decision Making process using a flowchart. **(11 marks)**
- ii. Not all consumer decision-making situations receive the same degree of information search. Explain the three Levels of Consumer Decision Making with relevant examples. **(9 marks)**

## SECTION B

Q1. Diversity in the global marketplace makes market segmentation an attractive, viable and potentially profitable strategy.

- i. Name any five bases of market segmentation. **(5 marks)**
- ii. Expand on any 5 segments of the VALS segmentation. **(15 marks)**

Q2. Marketers have long tried to appeal to consumers in the terms of their personality. Discuss the three prominent theories that have been used to study the relationship between consumer behavior and personality. **(20 marks)**

Q3. New products and services play a significant role in the growth strategies of organizations and thus it's important to understand their effects on consumers and vice versa. Access the various product characteristics that influence diffusion and consumer acceptance of a new product. Support your answer with relevant examples. **(20 marks)**

Q4. Expand on Maslow's Hierarchy that describes the types of needs of the consumer. **(20 marks)**

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- Q5. Each major age subgrouping can be considered a separate subculture. Evaluate the characteristics of various age subcultures and its importance to understanding consumer behaviour. **(20 marks)**
- Q6. Perception determines the way the consumer 'sees' the world around them.
- i. Briefly explain the importance of consumer perception for a marketer. **(5 marks)**
  - ii. Explain in detail the three dynamics of perception. **(15 marks)**

**END OF QUESTIONS**