

UNIVERSITY OF BOLTON

INSTITUTE OF MANAGEMENT

BSc (Hons) BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATIONS 2019/2020

GLOBAL CONSUMER BEHAVIOUR

MODULE NO: BMP6007

Date: Wednesday 15 January 2020

Time: 2.00 – 4.00

INSTRUCTIONS TO CANDIDATES:

There are 4 questions on this paper.

You must answer 2 of the 4 questions.

Your answer must be in an essay style and use Harvard referencing, but there is no need to supply a reference list.

All questions carry equal marks.

Past Examination Paper

Page 2 of 2

University of Bolton
Institute of Management
BSc (Hons) Business Management
Semester 1 Examinations 2019/2020
Global Consumer Behaviour
Module No: BMP6007

1) Explain how buying decisions made by families may differ from those made by business buyers. Use theory and real world examples to illustrate how marketing techniques will change for both types of customer. (50 marks)

2) Discuss diffusion of innovation theory and the product life-cycle, and how this relates to consumer behaviour. Use theory and real world examples to demonstrate how marketers use these to develop their marketing strategies. (50 marks)

3) Explain Hofstede's cultural dimensions theory. Use real world examples to illustrate how marketers may use this theory to develop a growth strategy. (50 marks)

4) Discuss two models for segmenting customers based on their needs and wants. Use real world examples to demonstrate how marketers use these models to target customers. (50 marks)

End of Questions