

UNIVERSITY OF BOLTON

INSTITUTE OF MANAGEMENT

BSc (Hons) BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATIONS 2021/2022

GLOBAL CONSUMER BEHAVIOUR

MODULE NO: BMP6007

Date: Wednesday 12th January 2022

Time: 10.00 – 12noon

INSTRUCTIONS TO CANDIDATES:

There are 4 questions on this paper.

You must answer 2 of the 4 questions.

This examination is 2 hours.

This is an open book examination .

This assessment has a module weighting of 50%

Your answer must be in an essay style and use Harvard referencing. You must attach the A4 sheet and a list of references used.

All questions carry equal marks.

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- 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)

PA

End of Questions