

UNIVERSITY OF BOLTON

INSTITUTE OF MANAGEMENT

BSc (Hons) BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATIONS 2022/2023

GLOBAL CONSUMER BEHAVIOUR

MODULE NO: BMP6007

Date: Wednesday 11 January 2023

Time: 10.00 – 12.00

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. (1 Typed Sheet (both sides) of A4 paper allowed)

This assessment has a module weighting of 50%

LO 1 - Evaluate the complex nature of consumer behaviour in a global context and its importance to marketers

LO 3 - Critically analyse and apply key theories of consumer behaviour within complex situations

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

All questions carry equal marks.

Page 2 of 2

University of Bolton
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Global Consumer Behaviour
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You must answer 2 of the 4 questions

- 1) Explain how buying decisions differ between B2B and B2C transactions. Use theory and real-world examples to illustrate how marketing techniques will change for both types of customer. (50 marks)

- 2) Discuss how the diffusion of innovation theory can be applied to 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) Discuss and explain how Hofstede's cultural dimensions theory links with consumer behaviour. Use real world examples to illustrate how marketers may use this theory to develop a growth strategy. (50 marks)

- 4) Identify and Discuss two Segmentation Models that categorise 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

PAST EXAMINATION