

UNIVERSITY OF BOLTON

GREATER MANCHESTER BUSINESS SCHOOL

BSc (Hons) BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATIONS 2022/2023

GLOBAL CONSUMER BEHAVIOUR

MODULE NO: BMP6007

Date: Tuesday 9th May 2023

Time: 6.00- 9.00pm

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%

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.

University of Bolton
Greater Manchester Business School
BSc (Hons) Business Management
Semester 2 Examinations 2022/2023
Global Consumer Behaviour
Module No: BMP6007

- 1) Identify and discuss two Segmentation Models that classify, categorise customers based on their needs and wants. Use real world examples to determine how marketers use these models to target customers.
(50 marks)
- 2) Use theory and real-world examples to illustrate and explain how marketing techniques will change for both types of customers with regard to how buying decisions differ between B2B and B2C transactions.
(50 marks)
- 3) From Innovator to Laggard, 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)
- 4) Using real world examples, illustrate how marketers may use Hofstede's cultural dimensions theory to develop a growth strategy. Discuss and explain how links with consumer behaviour.
(50 marks)

End of Questions