UNIVERSITY OF BOLTON

INSTITUTE OF MANAGEMENT

BSC (HONS) BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATIONS 2023/2024

GLOBAL CONSUMER BEHAVIOUR

MODULE NO: BMP6007

Date: Friday 12th January 2024 Time: 10.00am -12.00pm

_____

INSTRUCTIONS TO CANDIDATES:

There are FOUR questions on this paper.

You must answer TWO of the FOUR 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.

University of Bolton
Institute of Management
BSc (Hons) Business Management
Semester 1 Examinations 2023/2024
Global Consumer Behaviour
Module No: BMP6007

You must answer 2 of the 4 questions

1) Define B2B marketing and B2C marketing. What are the differences between B2B and B2C transactions provide a detailed explanation? Within your explanation use theory and real-world examples to illustrate how marketing techniques will change for B2B customers and B2C Customers.

(50 marks)

2) Define the product life cycle. How can the diffusion of innovation theory can be applied to the product life-cycle theory, 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) Critique and elaborate on Hofstede's cultural dimensions theory, focusing on its relevance to consumer behaviour. Provide evidence-based examples to demonstrate how marketers can leverage this theory for crafting effective growth strategies in diverse cultural contexts.

(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

END OF EXAM