



**FINAL EXAMINATION**  
**MARCH 2024**

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<b>COURSE TITLE</b>	<b>CONSUMER BEHAVIOUR AND SOCIAL MEDIA</b>
<b>COURSE CODE</b>	<b>RMKT4613</b>
<b>DATE/DAY</b>	<b>30 JUNE 2024 / SUNDAY</b>
<b>TIME/DURATION</b>	<b>09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)</b>

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1. Please read the instruction under each section carefully.
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3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 6 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [100 MARKS]

**SECTION A**

**(60 Marks)**

There are TWENTY (20) questions in this part. Answer ALL questions in the answer booklet.

1. Which one is **NOT** the 4 P's in the marketing mix?
  - A. Product
  - B. Payment
  - C. Price
  - D. Promotion
  
2. Which of the following situations best describe the marketing concept?
  - A. Company P develops a new product and focus on generating revenue
  - B. Company Q conducts market research before designing a product
  - C. Company R distributes their product to agents
  - D. Company S offers promotions to clear their product inventory
  
3. Targeting is the process of dividing the market into subgroups of individuals who have similar needs, wants, and characteristics.
  - A. True
  - B. False
  
4. Which of the following describes the application of biogenic needs in marketing?
  - A. Advertising a new virtual reality (VR) gaming console
  - B. Advertising a collection of breathable activewear
  - C. Promoting a new line of luxury watches
  - D. Introducing the latest smartphone with new features
  
5. There are four types of consumer behaviour. Which of the following scenarios indicates low involvement and a significant difference between brands?
  - A. Person A thoroughly researched before purchasing a luxury car
  - B. Person B simply picks Brand X at the store, which he/she always buy.
  - C. Person C is uncertain even after researching which item to choose.
  - D. Person D selects an unfamiliar coffee flavour out of curiosity

6. Based on Murray's Psychogenic needs, which product describes the need for power?
- A. A smartwatch that allows efficient organisation of your daily life
  - B. A gourmet cooking class with certification in culinary skills
  - C. A leather briefcase symbolising professionalism
  - D. A high-end smartphone with advanced camera technology to capture important moments with your friends
7. Brand X is introducing an instalment plan for some of their laptops. In the context of consumer learning, which marketing concept best describes this initiative?
- A. Encouragement
  - B. Reinforcement
  - C. Enforcement
  - D. Motivation
8. Which of the following is **NOT** an application of stimulus generalisation to a brand?
- A. Product form extensions
  - B. Family branding
  - C. Brand customisation
  - D. Licensing
9. Which of the following application describes family branding in marketing?
- A. Company Z sells beverages, clothes and electronic appliances under the same brand name
  - B. Company A sells clothes and home appliances under different brand names for each product
  - C. Company R sells various types of skincare products under one brand name
  - D. Company S sells a range of cosmetic products under different brand names
10. Mobile advertising can use big data to target specific demographics. Which of the following scenario best describes this concept?
- A. The company targets identical ads to all mobile users
  - B. The company broadcasts general message to a large audience
  - C. The company publishes personalised ads based on user's interests
  - D. The company relies on random ad placements
11. A business should only utilise digital marketing and discard all traditional marketing
- A. True
  - B. False

12. Which product features do not affect consumer's adoption process?
- A. Relative Advantage
  - B. Complexity
  - C. Popularity
  - D. Trial-ability
13. How can the concept of sensory adaptation affect consumer behaviour?
- A. They will have more sensitivity when exposed to similar marketing stimulus repeatedly
  - B. They will gradually lose interest by the repetitive or constant marketing stimulus
  - C. They will be more loyal towards the brand
  - D. They will recommend the brand to others and defend it from criticism
14. Based on the Apostle Model, how would a Mercenary consumer (Consumer A) behave?
- A. Consumer A likes the product and will be a regular customer in the future
  - B. Consumer A likes the product but not guaranteed to repurchase in the future
  - C. Consumer A likes the product and recommends it to others
  - D. Consumer A fiercely defends the product against negative reviews
15. Company A is a company that sells skincare for normal skin type. They plan to extend their skincare products to address more skin concerns such as aging and acne-prone skin under the same brand. Which concept is applied by this company?
- A. Product line extension
  - B. Product form extension
  - C. Product addition
  - D. Licensing
16. Two smartphone companies, X and Y has just released their latest smartphone models. Which marketing concept best to describe the situation where Company X highlights its smartphone's camera quality and Company Y emphasizes its fast-processing speed in their latest models?
- A. Stimulus Discrimination
  - B. Stimulus Generalisation
  - C. Licensing
  - D. Brand Customisation

17. Person A heads to a mall on Saturday without a specific item in mind to purchase. She just simply wants to explore the stores and enjoy the experience. Which concept best describes her shopping behaviour?
- A. Activity-specific shopping
  - B. Recreational Shopping
  - C. Demand-specific Shopping
  - D. Personal Shopping Behaviour
18. Company X has just launched their summer collection dress. How can this company apply the primacy effect in their marketing strategy to persuade their customers to purchase its summer collection?
- A. Feature their summer collection at the end of a promotional video
  - B. Place their summer collection first in their physical store
  - C. Introduce their summer collection in the middle of other collection videos
  - D. Highlight their summer collection repeatedly in all marketing strategies
19. A website has multiple pages numbered from 1-10. In website analytics, what is the concept of return visit?
- A. Person A visits Page 1 today and revisit Page 1 after a week
  - B. Person A navigates from Page 1 to Page 2 and return back to Page 1 within a single visit
  - C. Person A navigates from Page 1 to Page 2 and spends an extended period on Page 2
  - D. Person A visits Page 1 and quickly exit the page
20. A car company introduced electric cars which no longer relies on gasoline. Which of the following best describes this type of innovation?
- A. Continuous Innovation
  - B. Discontinuous Innovation
  - C. Specific Innovation
  - D. Stimulus Innovation

**SECTION B**

**(40 Marks)**

There are **SIX (6)** questions in this part. Answer **ALL** questions in the answer booklet.

1. Consumer Behaviour is the study of consumers' choices during searching, evaluating, purchasing, and using products and services that they believe would satisfy their needs
  - a. List **THREE (3)** differences between marketing and selling. (6 marks)
  - b. Based on your understanding, what is the difference between customer value and satisfaction? (4 marks)
  
2. There are **FOUR (4)** main elements which shape consumer behaviour namely motivation, needs, personality and brand personification.
  - a. What is the difference between biogenic needs and psychogenic needs? (4 marks)
  - b. As a marketer, what is the importance of understanding needs arousal in consumers? (6 marks)
  
3. Message framing is a process where marketers are able to control the way their audience receives the message. Define the following concept in message framing:
  - a. One-sided message (4 marks)
  - b. Two-sided message (4 marks)
  
4. What does repositioning mean? (2 marks)
  
5. What are the **FOUR (4)** strategic applications of stimulus generalisation to branding and managing product lines? (4 marks)

6. What are hidden motives in marketing? Explain the concept and provide **TWO (2)** examples of products. (6 marks)

**\*\*\* END OF QUESTION PAPER \*\*\***

  
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