



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	CONSUMER BEHAVIOUR AND SOCIAL MEDIA
COURSE CODE	RMKT4613
DATE/DAY	16 FEBRUARY 2024 / FRIDAY
TIME/DURATION	03:00 PM - 05:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
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 7 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. As a business owner, it is your responsibility to delegate roles to your marketing and sales teams. Which of the following is an example of a task for your marketing team?
 - A. Closing deals with potential clients
 - B. Make phone calls to reach out your customers
 - C. Create social media campaigns
 - D. Manage inventory of the product

2. Consumer A routinely purchases the same brand of milk without considering alternatives. How does his behaviour demonstrate habitual buying behaviour in terms of involvement in decision-making process and differences between brands?
 - A. Low involvement, few differences between brand
 - B. Low involvement, significant differences between brand
 - C. High involvement, few differences between brand
 - D. High involvement, significant differences between brand

3. 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

4. A skincare company creates a cruelty-free and sustainable skincare line for a group of consumers who are environmentally conscious. Which concept is applied by this company?
 - A. Segmentation
 - B. Targeting
 - C. Positioning
 - D. Repositioning

5. 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

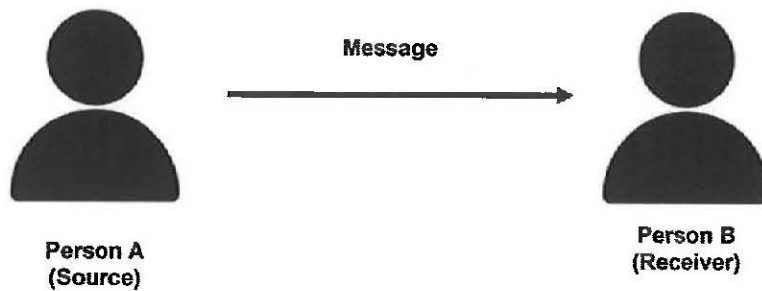


Maslow's hierarchy of needs

Figure 1

6. Figure 1 shows Maslow's Hierarchy of needs. How does a clothing brand apply this theory in their marketing strategy, focusing on physiological needs (Level 1) aspect?
- A. Focusing on the brand's exclusivity to evoke a sense of prestige
 - B. Emphasising the design inspired by current trends
 - C. Focusing on the thermal fabric for warmth
 - D. Introducing limited edition collection for a sense of uniqueness
7. What is The Absolute Threshold in marketing?
- A. The level of stimulus required for a person to notice a marketing stimulus
 - B. The level where a person can distinguish between two similar marketing stimuli
 - C. The maximum level of marketing stimulus that can be received by a person
 - D. The level of drive needed for a person to make a final purchase decision

8. 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
9. In a shopping mall, various types of sportswear are featured together with energetic visuals to suggest an active lifestyle. Which marketing concept is applied to convey the message of this active lifestyle associated with the sportswear?
- A. Grouping
 - B. Closure
 - C. Cognitive marketing
 - D. Repositioning
10. Why is it important for marketers to recognise that culture influences the interpretation of sensory perceptions?
- A. To eliminate cultural differences in sensory perceptions
 - B. To use one standard message that meet the needs of consumers in all cultures
 - C. To use the right message that meet the needs of consumers in a certain culture
 - D. To understand the culture interpretation better
11. As a marketer, rearrange the following classical conditioning steps:
- I. Pair cue with positive stimulus
 - II. Repeat and reinforce
 - III. Create a cue
 - IV. Establish a positive response
- A. I, II, III, IV
 - B. IV, III, I, II
 - C. III, IV, I, II
 - D. III, I, IV, II



12. Based on Figure 2, which situation best describes Sleeper Effect?
- A. Person B consistently recalls Person A as the source and rejects his message
 - B. Person B initially rejects the message from Person A but later accepts the message, without remembering Person A as the source
 - C. Person B initially rejects the message from Person A but later accepts the message, while remembering Person A as the source
 - D. Person B receives the message from Person A immediately
13. A new variation of mobile phone called Phone V has been recently launched by Company X. How can this company apply primacy effect in their marketing strategy to persuade their customers to choose Phone V?
- A. Promote Phone V at the end of a promotional video
 - B. Place Phone V first in a line-up of all their mobile phones
 - C. Introduce Phone V midway in their presentation to maintain engagement
 - D. Highlight the technology in Phone V repeatedly in all marketing strategies
14. As a marketer, you should follow several guidelines before incorporating the element of fear in their advertising especially the boomerang effect. Which explanation best describes the boomerang effect?
- A. It is when consumer reacts oppositely to your advertising
 - B. It is when consumer takes so much time before they gradually accept your message
 - C. It is when consumer stirring controversy about your brand
 - D. It is when consumer is neutral and not affected by your advertising
15. Which of the following best describes a trend jacking approach in your marketing strategy?
- A. Create controversial content of your brand hoping for it to be a trend
 - B. Focus on building your own brand's identity
 - C. Capitalising on existing trend to promote your product
 - D. Create content intended to be viral to set a new trend in the market

16. Which of the following represents an owned social media channel by a company?
- A. Company X uses their own budget and engage influencers to create contents
 - B. Company X pays a social media platform for sponsored posts
 - C. Company X reposts reviews shared by a consumer
 - D. Company X writes articles on their website blog
17. 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
18. Which scenario represents intergroup gifting behaviour?
- A. Person X sends Person Y a gift within the same friend group
 - B. Group 1 exchanges gifts with Group 2 during their company celebration
 - C. Person A buys a gift for himself during his vacation
 - D. Person B donated some gifts to a charity organisation
19. Which of the following best describes a discontinuous innovation?
- A. A mobile phone company introduced a new model with a longer battery life
 - B. A coffee company released a new flavour so their consumers can explore new options
 - C. A car company introduced electric cars which no longer relies on gasoline
 - D. A clothing company launched a new collection with updated designs
20. There are several stages in the adoption process. In the adoption process of a streaming service, which of the following illustrates the evaluation stage?
- A. Consumer signs up for a free 7-day trial and actively uses the service
 - B. Consumer decides not to proceed with the service
 - C. Consumer only reads reviews from others
 - D. Consumer mentally analyse the product

SECTION B

(40 Marks)

There are **SEVEN (7)** questions in this part. Answer **ALL** questions in the answer booklet.

1. In the context of consumer behaviour, buyers' actions are driven by two sets of goals. Provide **ONE (1)** example for each of the following:
 - A. Generic goals (4 marks)
 - B. Product-specific goal (4 marks)

2. 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)

3. What does repositioning mean? (2 marks)

4. Describe the concept of Brand Differentiation (4 marks)

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

6. Explain the difference between primacy effect and recency effect phenomenon in consumer behaviour.

7. List **FOUR (4)** types of Consumer Learning. (8 marks)

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