



ICM

SEPTEMBER 2015

BUYER BEHAVIOUR & CONSUMERISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Explain the factors that can influence buying behaviour in a modern society. [20]
 2. Discuss the importance of the diffusion process to marketing management and summarise the key issues associated with the process. [20]
 3. Compare and contrast TWO attitude measurement techniques and summarise their practical limitations. [20]
 4. Explain what you understand by the following terms:
 - a) Cognitive dissonance
 - b) Self-actualisation needs
 - c) Secondary data [20]
 5. Critically appraise the influence different types of groups can have on consumer behaviour and explain how marketing campaigns attempt to utilise these groups. [20]
 6. As an independent consultant, advise one of your clients on the contributions that motivation research can make to the development of advertising campaigns and provide examples to support your recommendations. [20]
 7. Write notes on THREE of the following:
 - a) Subliminal perception
 - b) Benefit segmentation
 - c) Perceptual mapping
 - d) Brand loyalty [20]
 8. Explain Freud's psychoanalytic theory of personality and describe the stages of personality development. [20]