



# ICM

JUNE 2016

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. Discuss TWO personality theories of your choice and explain their importance in trying to assess consumer behavioural patterns. [20]
  2. Explain the value of learning theories to marketing decision making and highlight the practical limitations of these theories. [20]
  3. Identify the stages of the communication process and summarise the factors that can affect the overall effectiveness of communications. [20]
  4. Explain what you understand by the following terms:
    - a) Reference group
    - b) Opinion leadership
    - c) Psychographic segmentation[20]
  5. Describe the different human needs identified by Maslow's hierarchy of needs and discuss the importance of the model to marketing management. [20]
  6. Critically appraise the adoption process to the marketing of products and services and identify the key influences on the rate of adoption. [20]
  7. Write notes on THREE of the following:
    - a) Self-image
    - b) Observational research
    - c) Semantic differential scale
    - d) Customer satisfaction measurement[20]
  8. Advise one of your clients on the importance of motivation research and summarise the benefits and limitations of TWO popular motivation research techniques. [20]