



ICM

MARCH 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 []
1. Discuss the stages of the family life cycle and explain how the model can be effectively used in the marketing of products and services. [20]
 2. Describe the factors that can affect the decoding and comprehension of promotional messages and provide examples to support your recommendations. [20]
 3. Distinguish between quantitative and qualitative research and evaluate THREE qualitative research techniques that can be used in consumer motivation research. [20]
 4. Explain what you understand by the following terms:
 - a) Absolute threshold
 - b) Differential threshold
 - c) Subliminal perception[20]
 5. Critically appraise Sigmund Freud's psychoanalytic theory of personality and explain how it can be utilised by marketing management. [20]
 6. Three basic concepts derive from classical conditioning – **repetition**, **stimulus generalisation** and **stimulus discrimination**. Explain EACH concept and summarise their importance to understanding consumer behaviour. [20]
 7. Write notes on THREE of the following:
 - a) Opinion leadership
 - b) Reference groups
 - c) Benefit segmentation
 - d) Perceptual mapping[20]
 8. 'Attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object.' Comment on this statement and identify situational factors that can influence attitudes. [20]