



ICM

MARCH 2017

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. 'Consumer attention levels can be influenced by a number of different stimuli.' Comment on this statement and describe the type of appeals that can be used by marketing organisations in their advertising campaigns. [20]
 2. As an independent consultant, advise one of your clients on how learning theories can assist marketing management in the development of promotional campaigns. [20]
 3. You have been asked to explain the term 'perception' to a group of students. What information would you include in your explanations? [20]
 4. Explain what you understand by the following terms:
 - a) Stereotypes
 - b) Self-image
 - c) Rate of usage segmentation[20]
 5. Describe the key issues associated with the stages of the adoption process and explain the value of the process to the introduction of new products and services to highly competitive markets. [20]
 6. Summarise the practical difficulties faced by marketing practitioners in measuring the relationship between attitude formation and consumer buying behaviour. [20]
 7. Write notes on THREE of the following:
 - a) Self-actualisation needs
 - b) Esteem needs
 - c) Semantic differential scale
 - d) Routinised response behaviour[20]
 8. Compare and contrast different types of groups that can directly or indirectly influence consumer behaviour and provide examples to support your recommendations. [20]