

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 2 EXAMINATION, 2002/2003

Exam Code(s): 2BC1, 2BC2, 2BC3, 2BC4, 2BC5, 3CL1, 4BI1,
4CL2, 1DB1, 1OA, 1EM.
Exam(s): Second Year B.Comm. Degree.

Mode Code(s): MK 203
Module(s): BUYER BEHAVIOUR ANALYSIS

Paper No.: 1.
Repeat Paper: _____ Special Paper: _____

External Examiner(s): Professor Roger Mason
Internal Examiner(s): Dr. Aidan Daly
Ms. Elaine Wallace

Instructions: Please answer three questions.
All questions carry equal marks.

Duration: Two hours.
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: Two including cover page.
Department(s): Marketing

MK 203 BUYER BEHAVIOUR ANALYSIS

1. Distinguish between high, low, enduring and situational involvement. [85 marks]

Discuss three ways a marketing manager might increase consumer involvement for a product. [20 marks]
2. Assume you have been given €300 and you want to purchase a picture-messaging mobile phone. Outline in detail the stages of your decision making process for this purchase. [100 marks]
3. Define the term 'Reference Group'. [10 marks]

Identify the types of power and influence exerted by various types of reference groups from a buyer behaviour perspective. [90 marks]
4. Discuss any two of the following in relation to consumer behaviour, and outline their implications for marketing:
 - The Fishbein Model
 - Product Categorisation
 - Mazlow's Hierarchy
 - Cognitive Dissonance[50 marks each]
5. What is meant by the term 'Behavioural Learning'? [10 marks]

Describe the two main Behavioural Learning theories, giving *three* marketing applications for each theory. [90 marks]
6. Model and describe the stages of the adoption cycle. [75 marks]

What factors are desirable for a new product to succeed? [25 marks]