

GX 1924

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

**SEMESTER 2 EXAMINATION, 2003/2004**

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: 3

**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. What is meant by Behavioural Learning? Discuss the Behavioural Learning theories, outlining two marketing applications of each theory. [100 marks]

2. Explain any two of the following concepts and discuss their relevance from a consumer behaviour perspective: [50 marks each for any two]

The Self

Inertia

Fishbein Model

Mazlow's Hierarchy of Needs

3. Describe in detail the stages of the complex decision making process for the purchase of a new car. [60 marks]

How would you define the level of consumer involvement in this purchase decision? Justify your answer, with reference to consumer risk. [40 marks]

4. Model and explain the Adoption Cycle. [80 Marks]

What is the significance of Opinion Leaders in this process? [20 Marks]

5. Explain the influence of the family on the consumer decision-making process. [60 marks]

Discuss the role of the child in household decision-making. [40 marks]

6. Is the concept of social class redundant? Discuss your views on the relevance of social class in understanding consumer behaviour. [100 marks]