

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

SEMESTER 2 EXAMINATION, 2004/2005

Exam Code(s): **2BC1, 2BC2, 2BC3, 2BC4, 2BC5, 3CL1, 4BI1, 4CL2, 1DB1, 1OA, 1EM, 3BC1, 4BC2, 4BC3, 4BC4, 4BC5.**

Exam(s): **Second Year B.Comm. Degree & Third 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. Maria Donnellan.

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**

BUYER BEHAVIOUR [MK 203]

Question 1

- a) Explain in full both Classical Conditioning and Instrumental Conditioning learning theories. (80 marks)
- b) Outline any two marketing applications for each theory. (20 marks)

Question 2

- a) Describe the stages of the decision making process for the purchase of a digital camera. (80 marks)
- b) What steps might a marketing manager take to reduce cognitive dissonance for this consumer? (20 marks)

Question Three

Explain the influence of the family on the consumer decision-making process, identifying the roles family members may play in household decision-making. (100 marks)

Question Four

Explain any two of the following concepts and discuss their relevance from a consumer behaviour perspective:

The Self

Maslow's hierarchy of Needs

Cognitive Dissonance

Interactionist Communications

(50 x 2 marks)

Question Five

Explain and discuss the role of the Opinion Leader. (80 marks)

What are the characteristics of a good Opinion Leader? (20 marks)

Question Six

Define the term 'Culture'. (10 marks)

Discuss its role in the consumer decision-making process, with specific detailed reference to Irish culture. (90 marks)