

OLLSCOILE NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

SEMESTER 2 EXAMINATION 1998/'99

SECOND COMMERCE DEGREE;
DIPLOMA IN BUSINESS STUDIES;
CORPORATE LAW;
FOURTH INDUSTRIAL ENGINEERING &
ERASMUS (VISITING) STUDENTS EXAMINATION

BUYER BEHAVIOUR
[MK 203]

Professor James Lynch;
Dr. Aidan Daly;
Mr. Declan Doyle.

Time allowed: **two** hours.
Non-English Speaking Students: two & a half hours.

Please answer **three** questions.

All questions carry equal marks.

1. Distinguish between high, low, enduring and situational involvement. How can these concepts be used to differentiate between extended and limited problem solving?
2. Outline the nature of situational influences in consumer decisions and explain the use of these influences in developing marketing strategy.
3. Discuss how marketers uses consumer attitudes to develop strategies of attitude reinforcement and change, using appropriate theories and examples to support your answer.

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4. Describe the demographic and lifestyle trends shaping the society in which you live and discuss the marketing implications of these trends.
5. Assael outlines many factors which have increased global influences on consumer behaviour. What are these influences and how do they impact on marketing strategy?
6. Michael Solomon describes children as 'consumers in training'. Discuss the concept of consumer socialisation of children and its influences on marketing strategy.