



DEPARTMENT INDUSTRIAL PSYCHOLOGY & PEOPLE MANAGEMENT

PROGRAMME IN INDUSTRIAL PSYCHOLOGY

NOVEMBER MAIN EXAM 2015

MODULE NAME: INDUSTRIAL PSYCHOLOGY 1B: ERGONOMICS AND
CONSUMER PSYCHOLOGY

MODULE CODE: IPS21B1/BSK1B01

TIME: 3 HRS

MARKS: 50 ERGONOMICS
50 CONSUMER PSYCHOLOGY

DATE: 31 OCTOBER 2015

EXAMINERS: MS N MAMATHUBA (Ergonomics)
MS N MORTON (Ergonomics)
DR C HILL (Consumer Psychology)
MS N MORTON (Consumer Psychology)

MODERATORS: DR. M GELDENHUYS (Ergonomics)
PROF. F. CROUS (Consumer Psychology)

Student Number:	
Student Name:	

INSTRUCTIONS:

- This paper consists of two sections, Ergonomics and Consumer Psychology and is 12 pages.
- The Ergonomics and Consumer Psychology must be answered in **two separate books**
- The multiple choice questions must be answered at the back of both exam books and in pen.
- **Fill in your name and student number in the block provided on this page.**
- Also fill in your details on the front page of the exam book.
- Make sure you complete the attendance slip.
- On completion of the exam, **hand in both documents.**

SECTION B – LONG QUESTIONS**[20 MARKS]**

1. What are some of the risk factors for human error in medical device design, as reviewed by Mosenkis (1994)? (5 Marks)
2. Name and discuss the different types of errors that are commonly made? (6 Marks)
3. Name and discuss the different levels at which errors occur? (4 Marks)
4. What are some of the considerations one should make when designing the physical environment? (5 Marks)

TOTAL**[50 MARKS]**

QUESTION 2: TRUE/FALSE

[12 MARKS]

Write 'T' if the statement is true and 'F' if the statement is false.

- 2.1. Marketers are much more interested in what consumers objectively know about their products than what they perceive.
- 2.2. The minimal difference that can be detected between two similar stimuli is called the absolute threshold.
- 2.3. Unfulfilled needs create tension, which in turn motivates consumers to purchase certain products or services.
- 2.4. Once information is perceived, it is first stored in the short-term store, then the long-term store, then the sensory store.
- 2.5. A person who has donated to charity before is more likely to donate again than someone who has never donated.
- 2.6. Attitudes are an expression or reflection of the consumer's general values, lifestyle, and outlook.
- 2.7. Qualitative research generally have small sample sizes, which prevents findings from being generalized to larger populations
- 2.8. After talking to a knowledgeable friend, Eric decides that a HD PVR decoder will work well with the television in his bedroom. He also calls the service provider to find about the monthly subscription fees. Fortunately, a satellite dish has already been installed where he stays. This scenario is an example of the Interest Stage in the adoption process.

- 2.9. Needs and goals are independent and cannot co-exist.
- 2.10. Consumers display product orientation when they search for, purchase, use, evaluate, and dispose products and services that they expect will satisfy their needs.
- 2.11. Perceptions of a company's lack of social responsibility or unethical marketing strategies rarely have a negative effect on consumer purchase decisions.
- 2.12. Children are less likely than adults to imitate the behaviour they see on TV with little or no evaluative judgment.

(12 × 1)

QUESTION 3**[4 MARKS]**

Based on what does the receiver respond/not respond to the message in the communication process?

QUESTION 4**[10 MARKS]**

Name each of the five stages of the adoption process and describe of what happens during each stage.

QUESTION 5**[4 MARKS]**

Explain the economic view of consumer decision making. Give two reasons why this has been model considered to be unrealistic?

QUESTION 6**[5 MARKS]**

What is cause-related marketing and what impact does the choice of cause have on the effectiveness of the marketing campaign?

TOTAL: 50