



**DEPARTMENT INDUSTRIAL PSYCHOLOGY & PEOPLE
MANAGEMENT**

PROGRAMME IN INDUSTRIAL PSYCHOLOGY

DECEMBER SUPPLEMENTARY 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: DECEMBER 2015

EXAMINERS: MS N MAMATHUBA (Ergonomics)
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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. In understanding accidents, explain the “Swiss cheese” analogy. (2 Marks)
2. What are the general guidelines for managers to managing stress in organizations? (7 Marks)
3. When attempting to understand why accident occur, one needs to look beyond human behaviour to the rest of the system. What aspects does one need to consider when doing system investigation? (5 Marks)
4. One of the ways to improve employee satisfaction is through Job design, discuss some of the “do’s” and “don’ts” of Job design (6 Marks)

TOTAL [50 MARKS]

MODULE: INDUSTRIAL PSYCHOLOGY 1B: CONSUMER PSYCHOLOGY

QUESTION 1: MULTIPLE CHOICE

[15 MARKS]

Choose the one alternative that best completes the statement or answers the question.

1.1. Lebo needs a new cell phone, but is anxious about which phone she should buy. Many of her friends own popular phone models but complain about lost calls, short battery life, and poor predictive text functionality. While she has identified several attractive phone models, she doesn't feel like she can really try the phones out in such an artificial setting and is nervous that she might pick a phone that doesn't work as well as she had hoped. Lebo perceives _____ associated with the purchase of a new phone.

- a. Financial Risk
- b. Social Risk
- c. Psychological Risk
- d. Functional Risk
- e. Time Risk

1.2. Hype Mobile is a Korean cellular phone manufacturer that has significant market share in the United States and was the first to introduce camera phones to the US market. It's most recent advertising campaign showed three of its phone models and three people in different clothing fashions and asked readers to match the phone with the caller. Hype's advertisements engage the attention of audiences by playing on their need for _____.

- a. Closure
- b. Grouping
- c. Stereotypes
- d. Peer Pressure
- e. Figure-and-Ground Relationships

1.3. In the late 1950s Coca-Cola used _____ to try to persuade moviegoers to buy more popcorn and drink more Coke by displaying hidden messages that were not noticeable to the aware conscious.

- a. Subliminal Advertising
- b. Super-liminal Perception
- c. Deceptive Promotion
- d. Perceptual Distortion

1.4. Ivan Pavlov was the first theorist to describe the _____ theory as learning model. According to his theory, learning occurs when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone.

- a. **Behavioural Learning**
- b. **Classical Conditioning**
- c. **Observational Learning**
- d. **Stimulus Generation**

1.5. When consumers are presented with too much information, called _____, they may encounter difficulty in encoding and storing it.

- a. **Overcapacity**
- b. **Information Overload**
- c. **Information Overflow**
- d. **Bombardment**

1.6. _____ refers to the value inherent in a well-known brand name and stems from the consumer's perception of the brand's superiority, the social esteem that using it provides, and the customer's trust and identification with the brand.

- a. **Licensing**
- b. **Brand Loyalty**
- c. **Family Branding**
- d. **Brand Equity**
- e. **Encoding**

1.7. Luphiwo is looking to buy a new HDTV set. He knows from friends that LCD set screens reflect less light than plasma set screens, but that LCD sets are also more subject to blurring than plasma sets. This is an example of the _____ component of his attitude toward HDTVs.

- a. **Conative**
- b. **Objective**
- c. **Cognitive**
- d. **Affective**
- e. **Situational**

1.8. _____ portray consumers' attitudes with regard to an attitude object as a function of consumers' perceptions and assessment of the key attributes or beliefs of that object.

- a. **Multiattribute Attitude Models**
- b. **Functional Models**
- c. **Dual Mediation Models**
- d. **Cognitive Dissonance Theories**
- e. **Tricomponent Attitude Models**

1.9. Microsoft wants to measure public attitudes toward the default media-playing software included in its Windows operating system. Which of the following types of multiattribute attitude models would be most appropriate for Microsoft to use?

- a. **theory-of-reasoned-action model**
- b. **trying-to-consume model**
- c. **attitude-toward-object model**
- d. **attitude-toward-behavior model**
- e. **attitude-toward-the-ad model**

1.10. _____ is the process by which one person informally influence the actions or attitudes of others.

- a. **Advertisement**
- b. **Promotion**
- c. **Opinion Leadership**
- d. **Sales**

1.11. The stages in the adoption process end:

- a. **with consumer trial of the product**
- b. **with consumer adoption of the product**
- c. **with consumer rejection of the product**
- d. **Either (a) or (c)**
- e. **Either (b) or (c)**

1.12. Of the three levels of consumer decision making, _____ requires the greatest effort on the part of the consumer.

- a. **Extensive Problem Solving**
- b. **Economic Problem Solving**
- c. **Limited Problem Solving**
- d. **Passive Problem Solving**
- e. **Routinized Response Behavior**

1.13. In the cognitive model of decision making, consumers often develop shortcut decision rules called _____ to facilitate the decision making process

- a. **Disjunctive Rules**
- b. **Evoked Set**
- c. **Lexicographic Rules**
- d. **Heuristics**

1.14. The judges of American Idol always have a Coca-Cola within easy reach (and view). This is an example of _____.

- a. **Broadcast Media**
- b. **Buzz Marketing**
- c. **Product Placement**
- d. **An Advertorial**
- e. **An Infomercial**

1.15. Socially beneficial forms of doing business include _____.

- a. **Buzz Marketing**
- b. **Stimulus Generalisation**
- c. **Viral Marketing**
- d. **Deceptive Advertising**
- e. **Cause-Related Marketing**

(15 × 1)

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

[5 MARKS]

Name the five basic components of communication.

QUESTION 4

[8 MARKS]

Identify and describe four of the five adopter categories.

QUESTION 5

[4 MARKS]

Consumers are frequently presented with incomplete information. Identify four strategies that consumers can adopt for coping with missing information.

QUESTION 6

[6 MARKS]

How does the societal marketing concept differ from the marketing concept?

TOTAL: 50