



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information Systems
DEPARTMENT	Marketing Management
CAMPUS(ES)	APB
MODULE NAME	Consumer Behaviour A
MODULE CODE	CBR01A1 / BCB11A1
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	01 June 2019	SESSION	08:30
ASSESSOR(S)	Ms. Thusi		
MODERATOR(S)	Dr. Lubbe		
DURATION	2 hours	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	12
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INSTRUCTIONS :

- This is a **closed book** assessment
- Read the questions carefully and answer all the questions
- Use scanner sheets to answer multiple choice questions
- Number your written answers clearly
- Write neatly and legibly
- Structure your answers by using appropriate headings and sub-headings
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment

*******QUESTION PAPERS NEED TO BE HANDED IN.**

SECTION A: Multiple Choice Questions (One mark each)

[25 MARKS]

Question One

- 1.1 Pauline orders a fast-food burger meal and pays R72. When the meal is delivered to her table, the patty is so small that it doesn't even cover half the size of the bun. It is dry and unappetizing, the burger lacks relish, and the french fries are under-salted and extremely oily. For R72, Pauline feels she could have ordered a much better meal at a boutique burger bar opposite the fast food store. After experiencing the meal, Pauline thinks it has low:
- a. Perceived value
 - b. Reference price
 - c. Perceived risk
 - d. First impressions.
- 1.2 Jemina wants to buy a new cell phone; her friends convinced her to buy a Samsung J4 but she decides to buy an iPhone. She believes that relying on her own inner values and beliefs when evaluating new products is the best. Jemina is a _____ consumer.
- a. Inner-directed
 - b. Social
 - c. Other directed
 - d. A&B
- 1.3 The notion of a _____ provide an individual with the opportunity to try on different personalities or different identities.
- a. virtual personality
 - b. trait personality
 - c. diverse personality
 - d. All of the above
- 1.4 The statement "Whoever you are, there is a Vital supplement for you" appeals to _____ self-image.
- a. actual
 - b. social
 - c. ideal social
 - d. ideal

- 1.5 Which one of the following is NOT a characteristic of a materialistic consumer?
- a. They are particularly self-centered and selfish
 - b. They value acquiring and showing possession
 - c. They seek lifestyle full of possessions
 - d. None of the above
- 1.6 Fruit and Veg City, a relatively small fresh produce market, chose to target just one segment with a unique marketing mix. This strategy is known as:
- a. Counter-segmentation
 - b. Concentrated marketing
 - c. Differentiated marketing
 - d. A&B
- 1.7 The lowest level at which an individual can experience a sensation is called_____.
- a. Sensory adaptation
 - b. Absolute threshold
 - c. Differential threshold
 - d. The just noticeable difference
- 1.8 An upmarket retail store in South Africa stocks rosemary and sea salt crackers. The taste of the product has recently been improved and the packaging has changed to reflect this by including 'new and improved' on the front of the box. The box also indicates that the product is made with butter and that it is baked, not fried. It was determined that the price should increase by R5. This price determination is a marketing application of:
- a. Absolute threshold
 - b. Perceptual organization
 - c. Subliminal persuasion
 - d. Just noticeable difference (j.n.d)
- 1.9 Every year around Easter time, local newspapers in South Africa run a hot cross bun taste competition. A taste panel determines the winner based on criteria such as flavour, texture and amount of fruit per bun. Although the competition is intended to be a fun consumer exercise, the retail outlet that produces the best bun always experiences a spike in sales. One retailer that produced the worst bun three years in a row decided to improve its product and relaunch it as a

luxury bun with ripened vine fruits. This strategy is an example of:

- a. Consumer price/quality relationship
- b. Product repositioning
- c. Consumer imagery
- d. Product repackaging

1.10 If the customer visits a restaurant for the first time, likes the food, service and ambience and also feels he or she received value for the money paid. This an example of:

- a. Reinforcement
- b. Happiness
- c. Perceived benefit
- d. None of the above

1.11 Mystic River is an event organiser that specializes in three-day music festivals in remote locations across South Africa. The company recently launched a range of mini-first-aid kits for festival goers, which are for sale online or at the events. This extension is known as:

- a. Product line extension
- b. Product form extension
- c. Product category extension
- d. Product stretching

1.12 The American company Campell's, originally a marketer of soups, continues to add new food (e.g. condensed milks, frozen meals and tomato juice) products to its product line under the Campbell's brand name. This marketing practice is known as_____.

- a. Product categorizing
- b. Family branding
- c. Product line extension
- d. All of the above

- 1.13 Thandi used Dove Shampoo that left her hair feeling silky and clean, she is definitely going to buy this shampoo next month. This is an example of a:
- a. Positive reinforcement
 - b. Enjoyment
 - c. Pleasure
 - d. Excitement
- 1.14 From the Ceres Valley comes a crisp and refreshing range of 100% natural fruit juices known as Ceres Fruit Juice. This is an example of_____.
- a. Brand personification
 - b. Product personality and geography.
 - c. Location-specific branding
 - d. None of the above
- 1.15 The_____represents a comprehensive integration of attitude components into a structure that is designed to lead both better explanation and better predictions of behaviour
- a. Multi-attribute attitude model
 - b. Attitude-towards-object model
 - c. Theory of reasoned action (TRA) model
 - d. Predictive model
- 1.16 Pond's mentions in many of its marketing communication that it is South Africa's No1 vanishing cream. Pond's is applying a strategy of:
- a. Changing brand beliefs
 - b. Changing the overall brand rating
 - c. Changing the relevant branding evaluation
 - d. All of the above

- 1.17 Once Adrian finished his Master's degree in Johannesburg, he travelled to South Korea where he began teaching English to local students. Simultaneously he registered for a PhD through UNISA. He has been extremely busy and has not visited South Africa for two years. One night he saw an advert, written in Korean, for a family holiday to an island destination. This reminded Adrian of the holiday his family took together in Mozambique some years back, and he felt incredibly nostalgic. Adrian experienced:
- a. Physical arousal
 - b. Emotional arousal
 - c. Cognitive arousal
 - d. Physiological arousal
- 1.18 Cat-Kip Wines is a winery in the Western Cape. It produces lower-priced, easy-drinking white and red wines that retail for less than R50 per bottle. The winery uses distinctive labelling on the bottles. Each of the eight bottles that the winery produces bears a multi-coloured label with a picture of a cat holding the hand of a dog and walking along the hillside together. Consumers view Cat-Kip wines as fun, relaxed and approachable. Consumers are subscribing to the notion of:
- a. Brand personification
 - b. Product personality and gender
 - c. Cosmopolitanism
 - d. Brand personality
- 1.19 _____ is any price that a consumer uses as a basis for comparison in judging another price
- a. Reference price
 - b. Price comparison
 - c. Price value
 - d. None of the above
- 1.20 The brands that are best-known and have become global cultural icons, for example Coca Cola and Disney brands are known as:
- a. National brands
 - b. Co-brands
 - c. Megabrands
 - d. All of the above

- 1.21 According to the_____, attitudes consist of the three major components, a cognitive component, an effective component and a conative component
- a. Component attitude model
 - b. Structural models of attitudes
 - c. Multi-attribute attitude model
 - d. None of the above
- 1.22 David works in a corporate environment and wears a suit and tie most days. Once a year he goes to a men's formalwear shop and stocks up on a selection of shirts, pants, ties and a new blazer. Although David knows that there are other good brands available, he always visits the same shop, as he knows the product quality is good and he will experience service that is consistent and reliable. David is:
- a. A broad categorizer
 - b. A narrow categorizer
 - c. A risk-taker
 - d. A conservative
- 1.23 "Others may know information about my online transactions if I use internet banking", this statement is an example of:
- a. Fear
 - b. Perceived risk
 - c. Suspicion
 - d. Distrust
- 1.24 The SAARF acronym stands for:
- a. South African Airline Research Foundation
 - b. South African Audience Research Foundation
 - c. South African Auditors Research Foundation
 - d. South African Advertising Research Foundation.

- 1.25 An upmarket hair salon uses its clients' purchase history to design customized SMS adverts based on product usage and frequency of visits. This is known as:
- a. Behavioural targeting
 - b. Usage rate segmentation
 - c. Brand loyalty segmentation
 - d. Benefit segmentation

SECTION B: Discussion Questions

[55 MARKS]

QUESTION 2

[16 MARKS]

- 2.1 Provide **TWO (2)** reasons why perception is an important concept in consumer behavior and provide an example to illustrate each of the reasons. (4)
- 2.2 A strategy of customer retention is to make it in the best interest of customers to stay with a company rather than switch to another company. Identify the **FOUR (4)** advantages of securing customer retention. (4)
- 2.3 Name and describe the **FOUR (4)** sensory dynamics of perception. (8)

QUESTION 3

[10 MARKS]

- 3.1 Honey Bee, a honey manufacturer and retail outlet in the Midlands, KwaZulu-Natal, is considering diversifying its product range. For the past 15 years, the company has successfully sold its products to other businesses and retail outlets. The business is viable and stable but has not expanded significantly since its inception. The owner of Honey Bee is interested in diversifying the business but wants any new products to be related to its core offering, namely honey production.

Name and describe **TWO (2)** types of extension that Honey Bee could consider and include an example of each type. (6)

- 3.2 Discuss any **TWO (2)** advantages and any **TWO (2)** disadvantages of collecting secondary data as part of the research process. (4)

QUESTION 4

[11 MARKS]

- 4.1. The study of personality has been approached by theorists in a variety of ways. Sigmund Freud's psychoanalytic theory of personality has been considered as one of the cornerstones of modern psychology. Name and discuss Freud's **THREE (3)** systems of human personality. (6)
- 4.2. Describe trait theory. Provide one example of how personality traits can be used in consumer research. (2)
- 4.3. Explain the major premise of the theory of central and peripheral routes to persuasion. (2)
- 4.4. Define perception in the context of consumer behaviour. (1)
- .

QUESTION 5

[9 MARKS]

- 5.1 Assume that Susan is visiting the Kruger National Park. Apply the tri-component attitude model and explain with relevant examples how Susan's attitudes will conceptualise. (9)

QUESTION 6

[9 MARKS]

- 6.1 Using practical examples, name and discuss **TWO (2)** behavioral theories that are said to be mostly researched, explored and applied in consumer behaviour. (6)
- 6.2 Consider the following brand advertisement. Match the typology of positioning strategy applicable to it (1)



- 6.3 John desire to be an Olympic star and he is planning to work very hard to become the best in his sport. Identify and describe the need that John will fulfill when he becomes an Olympic star. (2)

TOTAL MARKS: 80

CONSUMER BEHAVIOUR A

MAIN EXAM

DATE: 01 June 2019

QUESTION 1: ANSWER SHEET

Initials & surname: _____

Student number: _____

Question					
1.	A	B	C	D	E
2.	A	B	C	D	E
3.	A	B	C	D	E
4.	A	B	C	D	E
5.	A	B	C	D	E
6.	A	B	C	D	E
7.	A	B	C	D	E
8.	A	B	C	D	E
9.	A	B	C	D	E
10.	A	B	C	D	E
11.	A	B	C	D	E
12.	A	B	C	D	E
13.	A	B	C	D	E
14.	A	B	C	D	E
15.	A	B	C	D	E
16.	A	B	C	D	E
17.	A	B	C	D	E
18.	A	B	C	D	E
19.	A	B	C	D	E
20.	A	B	C	D	E
21.	A	B	C	D	E
22.	A	B	C	D	E
23.	A	B	C	D	E
24.	A	B	C	D	E

25.	A	B	C	D	E
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TEAR OFF AND PLACE IN THE BACK OF YOUR ANSWERBOOK