



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	Supplementary Examination, July 2019

ASSESSMENT DATE	July 2019	SESSION	TBA
ASSESSOR(S)	Ms. Thusi		
MODERATOR(S)	Dr. Lubbe		
DURATION	2 hours	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	11
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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 1

- 1.1 The statement “When I’m away on business for a week or more, I try to stay at the Protea hotel”, reveal the potential of _____.
- a. Usage situation segmentation
 - b. Brand strategy
 - c. Benefit segmentation
 - d. Usage rate segmentation
- 1.2 Which one of the following is NOT a component of brand loyalty?
- a. Attitude
 - b. Behaviour
 - c. Beliefs
 - d. None of the above
- 1.3 Nolwazi is a first year student at Wits and she tells her parents that she wants to obtain an MBA degree from the Wits Business School. Nolwazi has stated a:
- a. Specific goal
 - b. Generic goal
 - c. Product-specific goal
 - d. Acquired need
- 1.4 A national upmarket food retailer stocks and markets organic white rice, ready-prepared sushi, microwave rice pudding, and a convenience risotto pack. The products are all house-branded. What segmentation strategy is at play here?
- a. Geographic segmentation
 - b. There is no segmentation, as the items are all rice products
 - c. Benefit segmentation
 - d. Counter-segmentation

- 1.5 Toyota introduced the Lexus brands in order to enter the luxury car market. This is an example of a:
- a. Product line extension
 - b. Product form extension
 - c. Product category extension
 - d. Family branding
- 1.6 _____ refers to the value inherent in well-known brand names.
- a. Brand image
 - b. Brand loyalty
 - c. Brand equity
 - d. Brand value
- 1.7 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
- 1.8 Rainbow Chicken's marketing strategy emphasises the nationalistic theme 'Made in South Africa' in their promotional appeal. This means Rainbow is targeting_____.
- a. Materialistic consumers
 - b. Compulsive consumers
 - c. Ethnocentric consumers
 - d. Fixated consumer

- 1.9 Which one of the following statements is incorrect?
- a. Needs are never fully satisfied
 - b. New needs emerge as old needs are satisfied
 - c. Success and failure influence goals
 - d. None of the above
- 1.10 Hilltop Health is a South African sports-nutrition business that produces coconut-water electrolyte drinks and dried-fruit bars for endurance athletes. To increase its market share, the business has recently begun to enter other markets. One such market is live music festivals, at which the company will provide a healthier snack and energy alternative. This strategy is known as:
- a. Resolving two conflicting attitudes
 - b. Changing brand beliefs
 - c. Adding an attribute
 - d. Product association with a special event
- 1.11 Zanda is extremely health conscious and only buys foods without any additives and preservatives. As a result, she prepares most of her food at home. One day at the supermarket, she sees a display for peanut butter. The brand previously only marketed peanut butters with added sugar and salt or artificial flavours like bubble gum. Zanda is pleased because she can now conveniently buy a product from the range that is free from any additives. The brand behind the peanut butter:
- a. Eliminated a characteristic
 - b. Associated the product with a cause
 - c. Added an attribute
 - d. Resolved two conflicting attitudes
- 1.12 According to the tri-component attitude model, attitudes consist of:
- a. A cognitive component, an effective component and a conative component
 - b. A consumer component, a behavior component and a perception component
 - c. A cognitive component, an effective component and an intention
 - d. A & C

- 1.13 Nike has used black, white and a touch of red for selected models of its sport shoes. This colour combination seems to imply advanced-performance sport shoes. This is an example of:
- a. Brand personality
 - b. Personality and colour
 - c. Consumers personality traits
 - d. None of the above
- 1.14 John is feeling cold and he decides to turn the heater on and he also makes a mental note to buy a warm jersey to wear around the house. John experienced_____.
- a. Emotional arousal
 - b. Physiological arousal
 - c. Cognitive arousal
 - d. None of the above
- 1.15 _____ are concerned with consumers' overall feelings about the product and the brand and their purchase intentions:
- a. Behavioural measures
 - b. Attitudinal measures
 - c. Brand perception
 - d. All of the above
- 1.16 The brands "Mr Min" and "Mr Muscle" are an example of:
- a. Brand personification
 - b. Brand personality and gender
 - c. Personality and colour
 - d. None of the above.
- 1.17 Thabo has recently purchased a new BMW for his wife and named it "Pretty". This is an example of:
- a. Brand personification
 - b. Product anthropomorphism
 - c. Product personalization
 - d. Product personality

- 1.18 Daniel is in his early 70s and he is addicted to gambling. He has recently sold his car because he wanted money for gambling. Daniel's behaviour is an example of:
- a. Materialism
 - b. Compulsive consumption behaviour
 - c. Consumer ethnocentrism
 - d. Fixated consumption behaviour.
- 1.19 The statement "For the man who is extremely and dangerously hungry, no other interest exists but food, he dreams food, he remembers food, he thinks food and he wants only food" appeals to_____.
- a. Psychological needs
 - b. Physiological needs
 - c. Hunger
 - d. All of the above
- 1.20 Candy is a young lady who desires to be a civil engineer and become the best engineer in the construction industry. Candy wants to fulfill her _____.
- a. Egoistic needs
 - b. Need for self-actualization
 - c. Social needs
 - d. Safety
- 1.21 Which one of the following is NOT the criteria for effective targeting?
- a. Identifiable
 - b. Sizeable
 - c. Accessible
 - d. Loyalty

- 1.22 _____ is the most popular form of attitude scale because it is easy for researchers to prepare and interpret, and simple for consumer answers.
- a. Likert scale
 - b. Semantic differential scale
 - c. Attitude scale
 - d. All of the above
- 1.23 Marketers use an electronic-eye camera to monitor the eye movement of subjects looking at a series of advertisements for various products, while the electronic sensors placed on the subject's head to monitor the brain activity and attentiveness levels involved in viewing each advertisement. This is known as_____.
- a. Experimentation
 - b. Physiological observation
 - c. Test marketing
 - d. None of the above
- 1.24 _____ refers to the development of a distinct image for the product or service in the mind of the consumers.
- a. Market targeting
 - b. Positioning
 - c. Market targeting
 - d. Product image
- 1.25 Mandy loves travelling and she considers the world as her market place. She is attracted to products and places from other cultures. Mandy has a_____
- a. Cosmopolitan orientation
 - b. Product anthropomorphism
 - c. Consumer ethnocentrism
 - d. All of the above

SECTION B: Discussion Questions

[55 MARKS]

QUESTION 2

[12 MARKS]

2.1 List the **FOUR (4)** basic elements that contribute to an understanding of consumer learning and provide an example of how each of these elements can be applied in marketing. (8)

2.2 A marketer of health food, is attempting to segment a certain market on the basis of relevant consumer self-images. Identify and describe the **FOUR (4)** types of consumer self-images. (4)

QUESTION 3

[15 MARKS]

3.1 Distinguish between the **TWO (2)** dominant categories of learning theories and describe the principles of each. (6)

3.2 Identify and explain the **THREE (3)** types of arousal of motives and substantiate your answer with examples. (9)

QUESTION 4

[12 MARKS]

4.1 Consumers often make decisions regarding what products or services to buy and when to buy them. Because the outcomes of such decisions are often uncertain, the consumer perceives some degree of risk when making a purchase decision. Identify any **THREE (3)** of the six (6) types of perceived risks and provide practical examples for each. (6)

4.2 Differentiate between the innate and acquired needs. Provide one example for each need. (6)

QUESTION 5

[8 MARKS]

- 5.1 Identify and describe the **TWO (2)** theories where behaviour can precede or follow attitude formation. (2)
- 5.2 Explain the central ideas of each of the theories identified in Question 5.1. (2)
- 5.3 An effective strategy for changing consumer attitudes towards a product or a brand is to make particular needs prominent. Identify the **FOUR (4)** functions that can be used in changing attitudes. (4)

QUESTION 6

[8 MARKS]

- 6.1. Name and describe the **FOUR (4)** sensory dynamics of perception. (8)

TOTAL MARKS: 80

CONSUMER BEHAVIOUR A

SUPP EXAM

DATE: July 2019

QUESTION 1: ANSWER SHEET

Initials & surname: _____

Student number: _____

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

24.	A	B	C	D
25.	A	B	C	D

TEAR OFF AND PLACE IN THE BACK OF YOUR ANSWERBOOK