



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING AND LOGISTICS**

**MARKETING SECTION**

<b>QUALIFICATION: BACHELOR OF MARKETING &amp; OTHERS</b>	
<b>QUALIFICATION CODE: 21BMRK</b>	<b>NQF LEVEL: 7</b>
<b>COURSE CODE: CAO712S</b>	<b>COURSE NAME: CONSUMER AND ORGANISATION BUYING BEHAVIOUR</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>2nd OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINERS:</b>	<b>MS E MALABA NCUBE MS B NIEKERK</b>
<b>MODERATOR:</b>	<b>MR S LUWIZHI</b>

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. This paper consists of SEVEN (7) printed pages including the cover page</li><li>2. There are TWO Sections. Use tables on page SEVEN (7) to answer Section A, detach the page and insert it into your Answer Book</li><li>3. Write legibly</li><li>4. This is a closed book examination</li></ol>	

**SECTION A (QUESTION 1)**

**(40 marks)**

**MULTIPLE CHOICE**

**ANSWER ALL QUESTIONS FROM THIS SECTION. Use the table on page 7, detach it and insert it in your answer book.**

- 1.1 When advertising to teens, MTC Mobile focuses its messaging on the importance of staying connected with friends so subscribers are always accessible and “in the loop” on the latest social news. This an example of\_\_\_\_\_.
- A) A unique social proposition
  - B) Societal marketing
  - C) Communicating the benefits the product provides
  - D) Product placement
  - E) Broadcasting
- 1.2 \_\_\_\_\_is defined as the ratio between the customer’s perceived benefits and the resources used to obtain those benefits.
- A) Customer satisfaction
  - B) Customer value
  - C) Customer relationship management
  - D) Consumer decision making
  - E) Consumer marketing
- 1.3 Qualitative and quantitative research are\_\_\_\_\_.
- A) used independently
  - B) complimentary
  - C) always used simultaneously
  - D) interdependent
  - E) mutually exclusive
- 1.4 A\_\_\_\_\_is a subset of the\_\_\_\_\_.
- A) universe; population
  - B) population; sample
  - C) sample; population
  - D) population; universe
  - E) universe; sample
- 1.5 \_\_\_\_\_segmentation differentiates among heavy users, medium users, light users, and nonusers of a specific product, service or brand.
- A) Brand awareness
  - B) Brand loyalty
  - C) Usage rate
  - D) Sociocultural
  - E) Benefit

- 1.6 Differentiated marketing is a highly appropriate segmentation strategy for\_\_\_\_\_.
- A) innovative companies in new industries with few competitors established companies
  - B) developing new technologies in their industries
  - C) financially strong companies that are undisputed market leaders in their industries
  - D) new companies that are trying to break into the market for an existing product category for which there is already a strong market leader
  - E) financially strong companies that are well established in a product category and competitive with other firms that are also strong in the category
- 1.7 The notion of\_\_\_\_\_ suggests that consumers attribute various descriptive personality-like traits or characteristics to different brands.
- A) brand personality
  - B) consumer dogmatism
  - C) consumer innovation
  - D) consumer need for cognition
  - E) sensation seeking
- 1.8 A\_\_\_\_\_ tries to recast consumers perception of the attributes of product or service into a human-like character.
- A) brand personality
  - B) brand personification
  - C) consumer innovation
  - D) consumer need for cognition
  - E) sensation seeking device
- 1.9 People with high\_\_\_\_\_ tend to be more self-confident, enjoy taking calculated risks, actively research environments, and value feedback.
- A) need for prestige
  - B) need for power
  - C) need for affiliation
  - D) need for achievement
  - E) need for affection
- 1.10 The key to positioning is to find\_\_\_\_\_.
- A) a target market
  - B) an unsatisfied need
  - C) an optimal marketing mix
  - D) an affordable price
  - E) an effective advertising them
- 1.11 Individuals express their need for\_\_\_\_\_ by organising their perceptions so that they form a complete picture.
- A) closure
  - B) interpretation
  - C) grouping
  - D) figure-ground patterns
  - E) exposure

- 1.12 \_\_\_\_\_ enables marketers to determine how their products or services appear to consumers in relation to competitive brands.
- A) Perceptual mapping
  - B) Positioning
  - C) Repositioning
  - D) Perceptual blocking
  - E) Selective attention
- 1.13 Learning based on mental activity is called\_\_\_\_\_.
- A) passive learning
  - B) massed learning
  - C) vicarious learning
  - D) distributed learning
  - E) cognitive learning
- 1.14 \_\_\_\_\_occurs through repeated exposures to a TV commercial and produces changes in consumer behaviour prior to changes in the consumer's attitude toward the product.
- A) Hemispheric lateralisation
  - B) Behavioural learning
  - C) Distributed learning
  - D) Observational learning
  - E) Passive learning
- 1.15 The\_\_\_\_\_is designed to account for cases in which the action or outcome is desired but not certain, and reflects the consumer's attempts to consume, whether or not they are successful.
- A) theory-of-reasoned-action model
  - B) trying-to-consume model
  - C) attitude-toward-object model
  - D) attitude-toward-behaviour model
  - E) attitude-toward-the-ad model
- 1.16 Niche marketing is also sometimes called\_\_\_\_\_.
- A) attitude research
  - B) attribution
  - C) value expression
  - D) micromarketing
  - E) dual mediation
- 1.17 Competing advertising messages and distracting thoughts are types of\_\_\_\_\_.
- A) perceptual blocking
  - B) selective exposure
  - C) roadblocking
  - D) psychological noise
  - E) branded entertainment

- 1.18 Logos or symbols that are associated exclusively with a given product and achieve high recognition are examples of\_\_\_\_\_.
- A) verbal information
  - B) intuitive information
  - C) feedback information
  - D) mediated information
  - E) nonverbal information
- 1.19 Consumers in the\_\_\_\_\_stage of the traditional family life cycle are apt to spend their incomes on rent, basic home furnishings, and the purchase and maintenance of automobiles.
- A) bachelorhood
  - B) honeymooner
  - C) parenthood
  - D) postparenthood
  - E) dissolution
- 1.20 Occupation, amount of income, and education are typical variables used as\_\_\_\_\_ measures of social class.
- A) subjective
  - B) consumption
  - C) reputational
  - D) status
  - E) objective

**SECTION B (QUESTION 2)**

**(60 marks)**

**ANSWER ALL QUESTIONS**

**QUESTION 2.1**

**(10 marks)**

Define the following constructs:

- a) Consumer Perception
- b) Consumer Learning
- c) Consumer Attitude
- d) Consumer Motivation
- e) Consumer Personality

**QUESTION 2.2****(15 marks)**

Discuss with the aid of examples, what happens to a consumer during each of the five stages of the adoption process when purchasing a product or service. Draw a table like the one below.

NAME OF STAGE	WHAT HAPPENS DURING THIS STAGE	EXAMPLE

**QUESTION 2.3****(10 marks)**

What do you understand by the following Perceptual Selection concepts? Use examples to illustrate your answer.

Using examples to illustrate your views, discuss the following Perceptual Selection concepts:

- a) Perceptual exposure
- b) Perceptual attention
- c) Perceptual defence
- d) Perceptual blocking

**QUESTION 2.4****(25 marks)**

- a) Traditional Life cycle consists of five stages. As the traditional life cycle progresses through the stages, the products that the family purchases also change.

Explain the stages of a traditional family life cycle and name the products that they are likely to buy and why.

**ANSWER SHEET FOR SECTION A**

**(40marks)**

**QUESTION 1**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>1.1</b>					
<b>1.2</b>					
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**STUDENT NUMBER:** \_\_\_\_\_

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