

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 05 Total Marks : 70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP. 2022	<i>Three Hours</i>
MKT 31503 - Consumer Behavior		Academic Year 2021/2022
Instructions ➔ Answer all questions		

1. "Delight" is a recently opened restaurant that serves both local and international cuisine. They have utilized social media to generate consumer interest and email to engage with customers. The restaurant provides a variety of cuisine and pricing alternatives to give customers more options. In addition, the staff began developing new special menu items that could be communicated instantly to consumers, and started to serve food in boxes to increase daytime revenue. Because of the restaurant's close proximity to nearby workplaces and government agencies, providing boxed food catering for events like seminars and meetings was an intriguing alternative. In order to increase their sales, "Delight" has begun offering delivery services. Also they work hard to fulfill the dietary requirements of its customers by providing food of the highest possible standard. The restaurant gets its materials from suppliers who are local and who are known to be reliable.
- Using the tri-component model explain a person's attitudes towards visiting this new restaurant. (10 Marks)
 - As "Delight" is a new restaurant, satisfying customers' senses is crucial. Discuss how restaurant can use five senses to change consumers' perceptions in favor of the restaurant. (10 Marks)
 - Discuss how "Delight" can use Freudian theory to create advertisements about the restaurant. (10 Marks)
- (Total=30 Marks)**

2. a) Suppose it is difficult for you to continue your academic work without a laptop, and you are considering purchasing one. Use motivation process to explain your need of purchasing a laptop.

(5 Marks)

b) There are consumers with different personalities. Discuss how advertisers can build Facebook advertisements for visualizers and verbalizers.

(5 Marks)

(Total=10 Marks)

3. a) Discuss three ways how marketers can create stimulus generation within consumers. Provide an example for each.

(5 Marks)

b) Explain the difference between observational learning and cognitive learning.

(5 Marks)

(Total=10 Marks)

4. a) Describe two reference groups that impact your purchasing decisions.

(5 Marks)

b) Why an opinion leader is a more reliable source of product information than an advertisement? Explain.

(5 Marks)

(Total= 10 Marks)

5. Explain any two of the followings in detail.

- a) Maslow's hierarchy of needs
- b) Perceptual organization
- c) Social class
- d) Source credibility

(5Marks*2= 10 Marks)
