



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level Semester

II Examination (February/March 2021)

Academic Year 2020/2021

MKT 2250 - Consumer Behaviour

Duration : Three hours

The Question Paper contains 08 questions.

Answer Five Questions only

1. a. Identify and briefly describe the two interrelated forms of customer bond with marketers.
Provide an example that shows why a company needs to consider both types of bonds.
(07 Marks)
- b. Identify the three components of the consumer decision-making process.
(07 Marks)
- (Total: 14 Marks)**

2. a. Explain how motives, needs, and goals shape consumer behavior.
(07 Marks)
- b. What is consumer innovativeness, and how does it relate to personality and consumer behavior?
(07 Marks)
- (Total: 14 Marks)**

3. a. Identify and briefly describe three of the basic principles of perceptual organization that relate to consumer behavior.
(07 Marks)
- b. Define Weber's law in the context of the differential threshold and cite an example of Weber's law in practice.
(07 Marks)
- (Total: 14 Marks)**

4. a. Explain why consumer learning is important. (07 Marks)
- b. What is the theory of classical conditioning? Explain using an example. (07 Marks)
- (Total: 14 Marks)**

5. a. Identify the four functions that serve as motivators under the functional approach and provide an example for each. (07 Marks)
- b. Differentiate between the three components of the tri-component attitude model. (07 Marks)
- (Total: 14 Marks)**

6. a. What is consumer socialization? Why must marketers understand consumer socialization? (07 Marks)
- b. Explain how social class affects consumer behaviour. (07 Marks)
- (Total: 14 Marks)**

7. a. What is a core cultural value? Explain why core cultural values are important to marketers. (07 Marks)
- b. Define cultural norms and beliefs? Provide examples. (07 Marks)
- (Total: 14 Marks)**

8. a. Define the term "subculture." How do subcultures relate to the common culture of the larger society? (07 Marks)
- b. Why is it of importance to marketers to segment the market according to religious subcultures? (07 Marks)
- (Total: 14 Marks)**
