



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No of Pages : 02
No of Questions: A-10
: B-5
Total Marks : 100

MKT 2250- Consumer Behavior

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2000 LEVEL

Three Hours

SECOND SEMESTER END EXAMINATION -JUNE/JULY 2015

Instructions

➔ Answer *all* questions in *PART A* and *four (04)* questions in *PART B*

PART - A

1. Define consumer behavior?
2. Differentiate personal consumers from organizational consumers.
3. Define the term customer value.
4. Why consumer behavior is identified as an interdisciplinary subject?
5. What are generic goals and product specific goals?
6. What is super ego in Freudian Theory?
7. What is absolute threshold?
8. What is Cognitive component in tri component model?
9. What is Psychological noise in communication?
10. What is the difference between enculturation and acculturation?

(Total 2*10= 20)

PART - B

1

A). "Igon Noodles" is one of the popular noodles brands in the market. Due to high production costs, top management of the company has taken a decision to increase the price of 100g noodles packet. But marketing manager pointed out that if company increases the price consumers would shift to the competitors. Advise them to solve this issue using the differential threshold concept. (10 Marks)

B). What are the main differences between broadcasting and narrowcasting. Explain why marketers are moving from broadcasting into narrowcasting and addressable marketing. (10 Marks)

(Total 20 Marks)

2

A). "Smooth Shaving Cream", an established market leader in the Shaving cream market, is planning to introduce a new Aftershave brand. Explain how the company can use the stimulus generalization concept to market the new product. (10 Marks)

B). Explain the term segmentation and how is the practice of market segmentation related to the Marketing Concept? (10 Marks)
(Total 20 Marks)

3

A). Brand Manager of a full cream milk powder brand wants to alter the consumer attitudes towards the brand. Explain how the consumer attitudes towards the brand can be changed by changing beliefs about the brand and changing beliefs about competing brands. (10 Marks)

B). Explain the importance of subcultural segmentation for food products in Sri Lankan market. (10 Marks)
(Total 20 Marks)

4

A). "IVY" is newly established hotel in Ella tourist destination. General Manager wants to promote the hotel among both local and foreign tourists. Assuming you are the newly appointed marketing manager, advise him to select appropriate media to communicate with its target market by comparing advantages and disadvantages of each media. (10 Marks)

B) Discuss the importance of integrating CSR into the company's philosophy by giving special reference to Carroll's four part definition of CSR. (10 Marks)
(Total 20 Marks)

5

A) Imagine you are the marketing manager of 'Fruit Spring', a soft drink company operating in Sri Lankan market. Top management wish to select a male sport hero for brand endorsement and they are waiting for your recommendation. Advise top management to select appropriate celebrity for the company by referring to the practical examples in Sri Lanka. (10 Marks)

B) What is Maslow's Hierarchy of Needs? Discuss the advantages and disadvantage of using this theory on understanding consumer needs.

(10 Marks)

(Total 20 Marks)
