



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level Semester II

Examination (March / April 2019)

Academic Year 2018/2019

MKT 2250 – Consumer Behavior

Duration : Three hours

The Question Paper contains 08 questions.

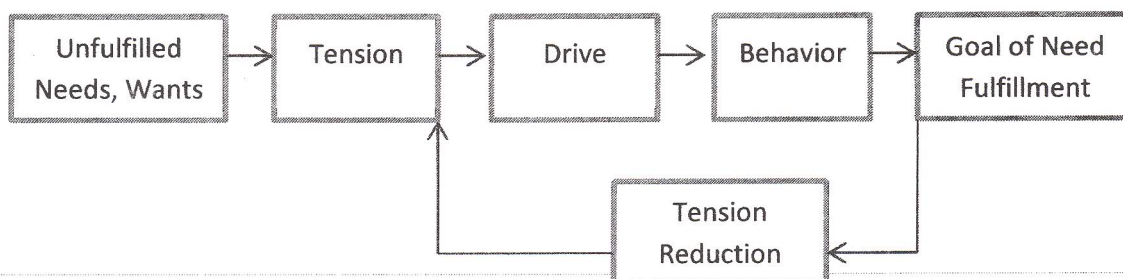
Answer Question 01 and Five other Questions

1. Organic foods in Sri Lanka

With the modernization, Sri Lankan society moved away from traditional agro-based economic system. Although traditional farming practices are not new to Sri Lanka, current agricultural practices are widely based on the commercial purposes. Having had serious issues related to food consumption Sri Lankan consumers today have initiated the discussions on organic foods consumption. There are several farms producing organic products including spices, vegetables, fruits, meat, eggs, milk, mushrooms, green leaves in Sri Lankan market.

In the Sri Lankan market we can find more and more “organic”, “natural”, “free ranged”, “pasture reared” etc labeled products. Although organic certification is not well formalized, to be considered as an organic product the farm and the production system have to be certified by a third party which is called as organic certification system.

- a. Explain how the following model of motivation can be used to explain organic food consumption.



- b. Explain how the following variables influence on organic food consumption behavior.
- i. Personality
 - ii. Perception
 - iii. Learning
 - iv. Attitudes
 - v. Culture and Subculture.

(10 Marks Each: Total 20 Marks)

2. a. Consider Freud's psychoanalytic theory of personality. How do the three systems he proposed interact?
- b. Define consumer materialism and explain the general characteristics of materialistic people.

(05 Marks Each: Total 10 Marks)

3. a. Identify and briefly describe three of the basic principles of perceptual organization that relate to consumer behavior.
- b. Explain how vision and touch direct consumer perception.

(05 Marks Each: Total 10 Marks)

4. a. What is the theory of classical conditioning? Explain using an example.
- b. What is stimulus generalization? How do some marketers make use of the concept of stimulus generalization?

(05 Marks Each: Total 10 Marks)

5. a. Differentiate between the three components of the tri-component attitude model.
- b. Identify the four functions that serve as motivators under the functional approach of an attitude and provide an example of each.

(05 Marks Each: Total 10 Marks)

6. a. What are the stages of the traditional family life cycle? What happens at each stage?
- b. Discuss the dynamics of family decision-making.

(05 Marks Each: Total 10 Marks)

7. a. What is social comparison theory?

b. What is the difference between subjective and objective measures of social class?

(05 Marks Each: Total 10 Marks)

8. a. In identifying the core values of a society, three criteria must be met. Identify and explain these three criteria.

b. List Five Sri Lankan Core Cultural Values and explain how two of them are used in Sri Lankan TV commercials.

(05 Marks Each: Total 10 Marks)
