



SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) - SEMESTER ONE
END OF SEMESTER EXAMINATION
ALTERNATE

COURSE CODE : MGT301
COURSE TITLE : Consumer Behaviour
LECTURER(S) : Diane Montrope
DATE :
TIME :
DURATION : 2 hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- Write your ID number on the question paper.
- This examination contains 2 Sections.
- Section A consists of a Case Study. This section is compulsory. Read and answer all of the questions which follow.
- Section B comprises 4 questions. Choose **TWO** questions to answer.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

SECTION A- This section is compulsory. Read and answer all of the questions which follow.

CASE STUDY

Marketers often target consumers before, during or after a trigger event. A trigger event is defined as an event in one's life that triggers change. Imagine one such trigger event as having a baby. The new parents have an increased need for baby furniture, clothes, diapers, car seats and lots of other baby-related goods. As consumers, these new parents may have never paid attention before to marketing efforts for these products until their life change.

Questions

- a) List 2 other trigger events which may influence consumer purchases. 2 marks

- b) Identify 2 social factors and explain how these factors can influence the purchasing decisions of the new parents as consumers. 6 mks

- c) Develop a brand "schema" for one of the baby-related goods for the new parents. 6 mks

- d) Identify 2 personal characteristics and explain how they might influence the purchase decisions in the household. 6 mks

Total 20 marks

SECTION B - Choose any TWO questions to answer. **10 marks each**

- 1. Identify 3 qualities of a Salesperson and using examples, explain how these qualities can influence Consumer Purchasing Behaviour.

- 2. What is the difference between disposable and discretionary income? Using 2 examples each (increase and decrease), explain how a change in a family's disposable income can affect their purchasing decisions.

- 3. Explain 3 benefits of technology to consumers using examples.

- 4. Identify a recent high-involvement product that you purchased. Describe the main factor which influenced your decision and the decision-making process you followed in making the purchase.

Total 20 marks