



SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION
(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in Management
Second Year, Second Semester Examination – 2016
MAN 2236- Analyzing Consumer Behavior for Specific Markets

Instructions for Candidates:
Answer any five (05) questions only
All Question carry equal marks

No. of questions: 06
No. of pages : 02
Time : 03 hrs

Question 01.

- (i) Define consumer behavior? (03 Marks)
- (ii) Name six (06) factors affecting consumer buying behavior. (03 Marks)
- (iii) What is brand personality? (03 Marks)
- (iv) Explain the difference between personal and organizational consumers. (03 Marks)
- (v) Define the term perception. (03 Marks)
- (vi) Describe the interrelationship between the consumer behavior discipline and the marketing concept. (05 Marks)

[Total 20 Marks]

Question 02

- (i) Describe the consumer decision making process using the model of buying behavior. (08 Marks)
- (ii) Explain the importance of studying consumer behavior
- a) As marketer to develop the marketing strategies.
- b) As a consumer and student. (08 Marks)
- (iii) Describe the various factors that influence a customer to decide to buy a car. (04 Marks)

[Total 20 Marks]

Question 03

- (i) Discuss the importance of consumer research for a successful marketer. (04 Marks)
- (ii) List out six steps of Consumer research process. (03 Marks)
- (iii) How can study of consumer behavior assist *marketers* in segmenting and positioning products? (04 Marks)

(iv) Innate needs and acquired needs are affected to the consumer motivation. Explain the following concepts with examples.

- a) Consumer motivation
- b) Rational versus Emotional motives.
- c) Arousal of Motives.

(09 Marks)

[Total 20 Marks]

Question 04

(i) Describe the perceptual process by giving examples

(08 Marks)

(ii) Discuss with examples the marketing application of the Just Noticeable Difference (J.N.D) concept in perception. (06 Marks)

(iii) Reference group appeals are used by some advertisers to communicate with their markets.

Discuss the application of reference group concept in marketing context. (06 Marks)

[Total 20 Marks]

Question 05

(i) Describe the components of an attitude according to the tri component attitude model?

(06 Marks)

(ii) 'Culture is an invisible hand that directs buying behavior of a consumer'. Critically evaluate this statement with examples in Sri Lankan context. (06 marks)

(iii) Discuss the application of classical conditioning theory concepts of repetition and stimulus generalization to the development of marketing strategy. (08 Marks)

[Total 20 Marks]

Question 06

Write short notes on any four (04) of the following.

- (i) Maslow's Hierarchy of need theory.
- (ii) Characteristics of culture
- (iii) Cognitive Learning Theory
- (iv) Consumer attitudes formation.
- (v) Figure and ground principle.
- (vi) Impact of social class on consumer buying behavior.

(05 Marks each)