



Gratia Christian College
宏恩基督教學院

Academic Year 2016-2017

Semester 2

Examination

Course Code & Title : MM3302 Consumer Behaviour

Time Allowed : 2 hours

Student Name : _____

Student ID : _____

This paper has 4 pages (including this cover page).

1. This paper contains three sections: 10 questions in Section A (10%) and 5 questions in Section B (90%).
2. Answer ALL questions in Section A and THREE questions in Section B.
3. Answers to Section A should be marked on the Multiple-choice Answer Sheet.
Answers to Section B should be written in the Answer Book. In the Answer Book, start EACH question (not part of a question) on a NEW page.

This is a **closed-book** examination.

No materials or aids are allowed during the whole examination. If any unauthorized materials or aids are found on a candidate during the examination, the candidate will be subject to disciplinary action.

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

B. Long Questions

Please answer **three** of the following questions: (90%)

1. Describe the five sensory stimuli and the three-stage process of perception. Apply a real case to explain its relation to the consumer buying behavior.
2. Explain the difference between classical conditioning and instrumental conditioning. Analyse the difference by examples.
3. Elaborate the three “Buckets” of Consumer Decision Making? How would you apply these concepts when making a purchasing choice between two competing brands?
4. Distinguish the differences among real, ideal and extended selves. Explain how your purchasing habits reflect your own personality.
5. How would you identify an opinion leader? Describe some characteristics of opinion leaders and explain why they are powerful influences on consumers’ opinions by examples.

- END OF EXAMINATION -