COURSE : INTRODUCTION OF CONSUMER BEHAVIOR
COURSE CODE : ADES2012
TIME : 2 1/2 HOURS
DEPARTMENT : ART & DESIGN
LECTURER : WONG YONG HUAT

Student’s ID :
Batch No. :

Notes to candidates:
1) The question paper consists of 3 pages, **10 multiple choices, 10 True and false and 4 essay questions.**
2) Answer all multiple choices, all true & false, and answer 3 essay questions only.
3) Return the question paper with your answer booklet.
Part A-20 multiple choice questions (2 marks per question, total 20 marks). Please circle the right answer.

1) The transmission of a message from a sender to a receiver via a medium of transmission is known as ________.
   A) feedback
   B) stimulation
   C) communication
   D) transfer

2) Which of the following is an example of a formal communications source?
   A) a parent
   B) a friend
   C) a hospital
   D) a doctor

3) Professional tennis players may constitute a(n) ________ group for an amateur tennis player who identifies with certain players by imitating their behavior whenever possible despite the fact that the amateur tennis player does not qualify for membership as a professional tennis player because he has neither the skills nor the opportunity to compete professionally.
   A) comparative
   B) normative
   C) membership
   D) symbolic

4) The ________ is the dominant institution in providing for the welfare of its members and is the major consuming unit.
   A) friendship group
   B) celebrity group
   C) work group
   D) family

5) A husband and wife and one or more children, together with at least one grandparent living within the household, constitutes a(n) ________.
   A) empty nest
   B) married couple
   C) extended family
   D) single-parent family
6) Ken and Kira recently married and do not currently have any children. They both work and are conscientiously saving their money so that they can go on a cruise next summer. Ken and Kira are best described as being at the ________ stage of the traditional family life cycle.
A) bachelorhood
B) honeymooner
C) parenthood
D) postparenthood

7) In terms of consumer behavior, ________ is defined as the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society.
A) conformity
B) individualism
C) culture
D) society

8) Product advertisements typically influence their audiences through ________.
A) formal learning
B) media learning
C) informal learning
D) televised learning

9) In a consumer behavior context, ________ are learned predispositions to behave in a consistently favorable or unfavorable way with respect to a given object.
A) attitudes
B) beliefs
C) values
D) feelings

10) According to the ________, attitudes consist of three major components: a cognitive component, an effective component, and a conative component.
A) dual mediation model
B) tricomponent attitude model
C) self-perception theory
D) multiattribute attitude model

Part B: Ten True and false questions, (2 marks per question, total 20 marks). Please write down T or F for the right answer.

1) In marketing and consumer research, the conative component of the tricomponent attitude model is frequently treated as an expression of the consumer's intention to buy.
INTRODUCTION OF CONSUMER BEHAVIOR

2) Attitudes are learned from direct experience with the product, word-of-mouth information acquired from others, or exposure to mass-media advertising, the internet and various forms of direct marketing.

3) Unlike informal sources, the formal communications sources are typically considered to be more reliable sources of information because the sender is perceived as having nothing to gain from the receiver's subsequent actions.

4) Newspapers, magazines, and billboards are examples of print mass media.

5) The family commonly provides the opportunity for product exposure and trial and imparts consumption values to its members.

6) Marketers frequently target parents looking for assistance in the task of socializing their children.

7) Consumer socialization of children functions identically in all cultures.

8) All consumer decision-making situations require the same degree of information search.

9) Consumers rarely have all the information or sufficiently accurate information or even an adequate degree of involvement or motivation to make the "perfect" decision.

10) The cognitive view of consumer decision making recognizes that the consumer is unlikely to even attempt to obtain all available information about every choice.

Part C: 4 essay questions (20 marks per question, total 60 marks). Please answer three questions only.

Question 1:
Using a first-time purchase of a Smart handheld hand phone as an example, identify and briefly explain the steps in the consumer buying decision process. (20 marks)

Question 2:
Explain what is opinion leadership? Please give an example. (20 marks)

Question 3:
Explain the tricomponent attitude model. (20 marks)

Question 4:
Which are the four groups serve as frames of reference groups? Explain each briefly with an example. (20 marks)