



UNIVERSITY OF COLOMBO  
FACULTY OF MANAGEMENT & FINANCE  
Postgraduate & Mid-Career Development Unit

Master of Business Administration /Master of Business Administration in Marketing  
(Semester III First-half) Examination – April 2017

**MBAMK 601 – Buyer Behaviour**

**Three (03) Hours**

**Answer any four (04) questions**

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1. i. Describe the impact of the digital revolution on consumer behavior (10 marks)  
ii. Discuss the interrelationships among consumer research, and market segmentation, targeting, and development of the marketing mix. (15 marks)  
**(Total 25 Marks)**
  
2. i. Motivation is a highly dynamic construct that is constantly changing in reaction to life experiences. Needs and goals change and grow in response to an individual's physical conditions, environment, interactions with others, and experiences.  
Explain with examples the dynamic nature of motivation. (15 marks)  
ii. Explain the levels in Maslow's hierarchy of needs, and give an example of a marketing appeal that is focused at each level. (10 marks)  
**(Total 25 Marks)**

3. i. Personality comprises the inner psychological characteristics that both determine and reflect how a person responds to his or her environment. Describe briefly the nature of the personality and explain how it can be applied in consumer behavior.

(10 marks)

- ii. Describe the id, ego, and superego and explain how this theory can be applied to understand consumer behavior according to Freudian theory.

(15 marks)

**(Total 25 Marks)**

4. Explain briefly the three basic concepts of classical conditioning: repetition, stimulus generalization and stimulus discrimination, and discuss how each of these concepts is important in the strategic application of consumer behavior theory to marketing practice.

**(25 Marks)**

5. i. Describe the concept of absolute threshold and explain how this concept can be applied to advertising campaigns.

(10 marks)

- ii. Define the concept of just noticeable difference (j.n.d.) and explain the implications of this concept for:

- Product Pricing and Improvement,
- Logos and Packaging

(15 marks)

**(Total 25 Marks)**

6. i. A culture is a society's personality and our membership in a culture plays a big role in shaping our identities as individuals. Explain how the culture of Sri Lankan consumers influences on their consumption activities.

(15 marks)

- ii. Members of a family unit play different roles and have different amounts of influence when making purchase decisions. Describe the different roles of Sri Lankan family members in terms of their purchasing decisions.

(10 marks)

**(Total 25 Marks)**

7. Briefly describe the any **five (5)** of the following:

- i. Process of Motivation
- ii. Perceptual Distortions
- iii. Perceived Quality of Services
- iv. Post Purchase Dissonance
- v. Four components of Consumer Self Image
- vi. Tricomponent Attitude Model
- vii. The elements of Information Processing

**(5x5 = 25 Marks)**

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