



TUESDAY, AUGUST 21, 2001. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

**(Note: Marks are awarded for the relevant use of contemporary Irish examples of marketing practice)**

1. *“Research in consumer behaviour is organised according to three research perspectives that act as guides in thinking about and identifying the factors that influence consumer acquisition behaviour.....Most buying behaviour involves some element of all three perspectives.”* (Mowen)
  - (a) Identify the three perspectives.
  - (b) Explain how any one form of buying behaviour may involve some element of all three perspectives.
  - (c) Show how the understanding that “most buying behaviour involves some element of all three perspectives” might influence how a marketer might decide how to appeal to consumers.
  
2. *“The European Customer Satisfaction Index examines feedback on image, customer expectations, perceived quality of product or service and perceived value, including perceptions about the relationship between price and quality.”* (Marketing News, January-February 2001)
  - (a) Outline the approaches which, according to Mowen, have been developed to explain the formation of consumer satisfaction and dissatisfaction.
  - (b) To what extent does the European Customer Satisfaction Index, as outlined above, correspond to any of the approaches found in Mowen?
  
3. *“Semiotics is particularly applicable to brand positioning.”* (Mowen)
  - (a) Explain what is meant by semiotics.
  - (b) Choose two current or recent Irish marketing campaigns to illustrate how semiotics can be used for brand positioning.

**P.T.O.**

4. *“Numerous studies.....show that goods have always played a role in defining personality.”* (John Fanning, Book Review, Irish Times, October 7 2000)
  - (a) Outline the central elements of personality theory
  - (b) Elaborate on the aspects of personality theory which explain how goods might ‘define personality.’
  
5. *“One approach to understanding the persuasion process, called the elaboration likelihood model, illustrates the decision-making path to belief, attitude and behaviour change.”* (Mowen)
  - (a) Explain what is meant by the ‘decision-making path to belief, attitude and behaviour change.’ In your answer, compare and contrast this ‘path’ with other available ‘paths’.
  - (b) Show how marketers might use the elaboration likelihood model in attempting to bring about belief, attitude and behaviour change.
  
6. *“Social class measures in Ireland are available from two sources : the Central Statistics Office, and through the data collected for media research.”*  
(Edel Foley, The Irish Market-A Profile)
  - (a) To what extent do these two sources differ in their approach to categorising and measuring social class?
  - (b) How useful is social class for segmentation purposes in the Irish context?
  
7. *“A major reason for studying groups is that when people join a group, they frequently act differently than they do when they are alone.”* (Mowen)
  - (a) Explain how group influences affect consumers’ behaviour.
  - (b) Show how marketers can build on these influences in devising and implementing marketing strategies
  
8. *“Marketers should conduct market research to identify the extent and type of involvement targeted consumers have with the product being sold.”* (Mowen)
  - (a) Identify the types and dimensions of involvement.
  - (b) What factors influence a consumer’s involvement level?
  - (c) How do marketers measure consumer involvement?