



TUESDAY, MAY 8, 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. *“Understanding consumers and the consumption process brings a number of benefits, among them the ability to assist managers in their decision making.”* (Mowen)
 - (a) Explain what is meant by ‘the consumption process’ and identify the forms of marketing decision making which can be assisted by an understanding of the consumption process.
 - (b) Elaborate on how a marketing decision can be assisted by an understanding of any one aspect of the consumption process.

2. *“Traditionally, researchers have employed a number of indicators to assess the degree of external search engaged in by consumers.”* (Mowen)
 - (a) What factors influence the degree of consumers’ external search?
 - (b) Identify the indicators referred to by Mowen.
 - (c) Evaluate the usefulness of these indicators, particularly in light of internet search behaviour.

3. *“When analysing a managerial problem, marketers need to consider the impact of consumers’ affective states.”* (Mowen)
 - (a) How are consumers’ affective states classified?
 - (b) Identify the areas of consumer behaviour to which affective processes apply.
 - (c) Show how marketers may use a knowledge of consumer affective processes in their marketing strategies.

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4. *“It is important to distinguish between brand loyalty and repeat purchase behaviour.”* (Mowen)
 - (a) Explain what is meant by “brand loyalty”, referring in particular to the underlying theoretical explanations of the concept.
 - (b) Evaluate the use of loyalty schemes in generating and maintaining customer loyalty.

5. *“The behavioural intentions model, also called the theory of reasoned action, was developed expressly to improve the ability to predict consumer behaviour.”* (Mowen)
 - (a) What are the factors which influence the extent to which attitudes predict consumer behaviour?
 - (b) To what extent are these factors incorporated in the behavioural intentions model?

6. *“Every culture has its own set of symbols, rituals, and values to which marketers can tie their products and services.”* (Mowen)
 - (a) What is meant by cultural ‘symbols, rituals, and values’?
 - (b) Illustrate how cultural symbols, rituals, and values are ‘tied’ to any one product and any one service in a Western European context.
 - (c) Elaborate on the relevance of culture to Irish marketers both in the domestic market and in the wider European context.

7. *“The roles of family members in buying decisions have become a major area of consumer research.”* (Mark Mohan, Irish Marketing Review)
 - (a) What are family role structures?
 - (b) Illustrate how marketing decision making can be influenced by knowledge of family role structures

8. *“What marketers should be asking is not ‘What sex or age are they?’ but ‘Are they in a hurry or not?’”* (Martin Hayward)
 - (a) Show how time is just one of many situational factors impacting on consumer behaviour
 - (b) Explain how any one marketing strategy process can be improved by integrating situational influence into the strategy process.