



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, MAY 6, 2003. 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. *“If you develop an understanding of the key consumer-behaviour concepts.....you will have the information required to gain an advantage in the marketplace”* (Mowen and Minor).
 - (a) Identify the ‘key consumer-behaviour concepts’.
 - (b) What are the processes used by marketers ‘to gain an advantage in the marketplace’?
 - (c) Elaborate on how one such process can be assisted by an understanding of any one key consumer behaviour concept.

2. *“The trend over the past 20 years has been to move away from using broad theories of motivation to using more restricted mid-range theories to explain consumer motivation”.* (Mowen and Minor).
 - (a) Identify the main general and mid-range theories of motivation.
 - (b) Briefly explain why the trend mentioned above may have occurred.
 - (c) Evaluate the role motivation can have in marketing management applications.

3. *“The greatest deterrent to on-line shopping starts with a badly designed web-site”.* (Sally Kinnes, The Sunday Times, February 16 2003)
 - (a) In what ways does online shopping behaviour differ from more traditional types of consumer shopping behaviour?
 - (b) To what extent do marketing approaches online differ from those used in bricks-and-mortar business?

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4. *“A variety of factors have been found to influence the extent to which attitudes predict behaviour”*. (Mowen and Minor)
 - (a) Identify these factors.
 - (b) Explain how these factors may be incorporated in an attitude measure or measures to provide optimum predictability.

5. *“Diageo’s internal marketing code reads ‘We expect our marketing teams to be aware of cultural sensitivities’”*. (Susan Mitchell, The Sunday Business Post, January 26 2003)
 - (a) What are cultural sensitivities?
 - (b) Explain how an understanding of culture might be important to an international marketer.

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. *“The changing shape of the family will bring with it new pressures and advantages”*. (John Elliott, The Sunday Times, January 12 2003)
 - (a) Identify the key changes in family demographics over recent years, which would be of interest to marketers in Ireland
 - (b) How can demographic changes, such as those being experienced in Ireland, affect the application of marketing strategies?

8. *“Hangover purchase is an important part of the energy drink sector”*. (Paul O’Kane, The Sunday Tribune, February 2 2003)
 - (a) To what extent could the concept of situational influence facilitate an understanding of the above statement?
 - (b) Outline the range of marketing uses to which a knowledge of situations can be applied.