

ESSAY (100 marks)**INSTRUCTION:**

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

QUESTION 1

- a. State **TWO (2)** reasons why company needs to do segmentation.

[CLO 1 : C1]

(2 marks)

- b. Define the market segmentation.

[CLO 1 : C1]

(3 marks)

- c. The first step in developing a segmentation strategy is to select the most appropriate bases on which to segment the market. Explain the following bases for segmentation:

- i. Geographic segmentation
- ii. Demographic segmentation
- iii. Psychological segmentation
- iv. Benefit segmentation

[CLO 1 : C2]

(20 marks)

POLITEKNIK
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EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION

JUNE 2012 SESSION

PM501: CONSUMER BEHAVIOR**DATE : 21 NOVEMBER 2012 (WEDNESDAY)****DURATION : 2 HOURS (11.15AM – 1.15PM)**

This paper consists of **FIVE (5)** pages including the front page.
(4 questions – answer all)

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THE CHIEF INVIGILATOR

(The CLO stated is for lectures reference only)

QUESTION 3

Dr. Abraham Maslow, a clinical psychologist formulated a widely accepted theory of human motivation based on the notion of a universal hierarchy of human needs. His theory identifies **FIVE (5)** basic levels of human needs, which are ranked in order from lower-level to higher level of needs.

- a. Draw and label the Maslow's Hierarchy of Needs.

[CLO 2 : C1]
(5 marks)

- b. Explain each level in the Maslow's Hierarchy of Needs with suitable example.

[CLO 2 : C2]
(20 marks)

QUESTION 2

Company can generate profits by producing high-technology products. Usually the problem occurred is in increasing the consumer adoption rate to the products. Based on the statements:

- a. Draw and label the consumer adoption process

[CLO 2 : C1]
(2 marks)

- b. Define the adoption process.

[CLO 1 : C1]
(3 marks)

- c. List **FIVE (5)** categories of adopters

[CLO 1 : C1]
(5 marks)

- d. Explain the **FIVE (5)** stages involved in the adoption process.

[CLO 1 : C2]
(15 marks)

QUESTION 4

Many of us have experienced bad situations where we feel being cheated or pressured by marketers through their marketing and promotion activities. As a consumer we can avoid or react to those situations if we are aware of our rights as a consumer.

Based on the above statement, you are required to:

- a. Identify **TWO (2)** consumer organizations involved in consumer protection

[CLO 3 : C1]

(2 marks)

- b. Define consumerism.

[CLO 3 : C1]

(3 marks)

- c. List **FIVE (5)** factors that influence consumerism development.

[CLO 3 : C1]

(5 marks)

- d. Explain any **FIVE (5)** consumer rights.

[CLO 3 : C2]

(15 marks)