UNIVERSITY OF KWAZULU-NATAL: PIETERMARITZBURG
SCHOOL OF MANAGEMENT
EXAMINATIONS: JUNE 2008

COURSE AND CODE: CONSUMER BEHAVIOUR (MARK 301)

INFORMATION & INSTRUCTIONS:

DURATION: THREE (3) HOURS   TOTAL MARKS: 100

INTERNAL EXAMINER : DR MA PHIRI
EXTERNAL EXAMINER: MRS K CORBISHLEY

NB:
STUDENTS ARE REQUESTED IN THEIR OWN INTERESTS TO WRITE LEGIBLY AND IN INK.

INFORMATION & INSTRUCTIONS:

1. This examination paper consists of 2 pages. Please ensure that you have them all.
2. Write neatly and legibly.
3. Please answer ANY FOUR QUESTIONS.
4. All Questions carry equal marks.
ANSWER FOUR (4) QUESTIONS ONLY

QUESTION 1          (25 marks)

a) What strategies can be used to change the following components of an attitude?

   I. Affective
   II. Behavioural
   III. Cognitive

b) What are the two characteristics of the source of a message that influence its ability to change attitudes? Describe each.

QUESTION 2          (25 marks)

Discuss how social marketing can help alleviate some of society’s problems?

QUESTION 3          (25 marks)

What is meant by status crystallization? Is the degree of status crystallization relatively high or low in South Africa? Explain your answer with examples.

QUESTION 4          (25 marks)

Briefly describe the primary characteristics of each of the different social classes. Give an example of the social class and explain how it impacts on consumer behaviour.

QUESTION 5          (25 marks)

List the five external influences on consumer behaviour. Describe each of these influences, explaining how it might have an impact on consumer behaviour, and provide an example of each.

QUESTION 6          (25 marks)

As a marketing manager for Unilever Products, what ethical issues should you consider when developing advertising material to promote sales of goods to the lower social classes of the country? Illustrate your answers with examples.