

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

FINAL EXAMINATION MAY 2007

TITLE OF COURSE: CONSUMER BEHAVIOUR (BA 521)

**DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 5/
IDE BACHELOR OF COMMERCE YEAR 6**

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:**
- 1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5**
 - 2. ANSWER QUESTION 1 IN SECTION A AND ANY TWO (2) QUESTIONS FROM SECTION B**
 - 3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
 - 4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK**

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

INSTRUCTIONS

ANSWER SECTION A AND ANY TWO (2) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: THE DAWSONS

Jeff and Margaret Dawsons, after twelve years of marriage and two children, decided this past winter to purchase a power boat. Their income had increased to the point where a \$13,000 to \$15,000 expenditure was within reason. This boat was a lifelong dream for them. Their only previous experience with boats was a 14 ft Star craft fishing boat with a 15 hp Mercury outboard motor. Their next purchase was to be in the 20 to 24 ft range with an inboard motor. The prime uses of this boat were to be for waterskiing, fishing, and leisurely motoring on the Finger Lakes of central New York where they lived.

The Dawsons wanted to stay with a Star craft/ Mercury combination if possible. They were disappointed to find, upon attending the Northeast boat Show at the New York State Fairgrounds in Syracuse, that Star craft did not produce a boat which suited them. Mercury engines, however, were available in a variety of sizes and price ranges.

Mr. Dawson's reasons for wishing to stay with a Mercury engine were his past experience with his outboard motor. In the 14 years he had owned the motor he had virtually no problems with it. Dawson's fishing friends who owned Johnson and Evenrude motors, however, seemed to experience an abnormally high (compared to Mercury) number of problems, several of which involved major expenditures.

The Dawsons collected literature from exhibitors at the boat show as they viewed a wide variety of boat and motor combinations.

At the boat show, Mercury was introducing a new 210 hp V8 engine. Mercury promoted its new engine as unique because it was the only engine on the market rated at 210 hp, and it introduced V8 cylinder design instead of the traditional V6. Dawson was impressed by the information in the literature on this new engine. Fuel consumption, speed, and ease of maintenance were reasonable. Mercury's price, however, was several hundred dollars more than the competition.

Later, in speaking with his friends about what he had seen at the show, Dawson's friends cautioned him about the potential danger of buying an engine the first year it was produced. They felt it would take a year or two to work the bugs out of the new engine. Although an 8 cylinder engine was common in offshore racing boats, it was still unusual in this horse power range and motor style for the sport market.

After reviewing the literature from the boat show and visiting several marinas where they spoke with sales representatives and took boats out for a "test drive," the Dawsons decided on the 22 ft craft made by Invader Industries. The boat could be equipped with either a 200 hp Volvo engine or the 210 hp Mercury. Without hesitation, Dawson ordered the boat with the Mercury. Although they had spent more than they had planned, the Dawsons felt their purchase would be a source of considerable pride and enjoyment.

Questions:

1. Which need played a role in the Dawson's decision to purchase a power boat? (5)
2. Which type of group are Dawson's fishing friends? (5)
3. Which type of family influenced Dawson's decision to purchase a power boat? (5)
4. Which need, or needs, according to Maslow's theory of motivation, would be satisfied by Dawson's purchase of the 22 ft Invader power boat? (5)
5. Which selective process was evident when Dawson remembered information about Mercury motors which supported his attitude and beliefs? (5)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss five marketing implications of the study of social class to marketers. (15)
- b. What are the five dimensions of attitudes? (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the three theories of learning. (15)
- b. What are the major problems of market segmentation? (10)

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss three methods of measuring opinion leadership. (15)**
- b. **What are the five strategies that are used in resolving husband and wife conflict? (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Discuss the five steps in the perception process. (15)**
- b. **Discuss five basic dimensions of cultural values. (10)**

TOTAL: 25 MARKS