



**UNIVERSITY OF ESWATINI**  
**INSTITUTE OF POSTGRADUATE STUDIES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION PAPER**

**2021**

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<b>TITLE OF PAPER</b>	<b>:</b>	<b>Marketing and Consumer Research</b>
<b>COURSE CODE</b>	<b>:</b>	<b>BUS 640</b>
<b>TIME ALLOWED</b>	<b>:</b>	<b>THREE (3) HOURS</b>
<b>EXAMINER</b>	<b>:</b>	<b>DR CC WILLIAMS</b>
<b>MODERATOR</b>	<b>:</b>	

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**INSTRUCTIONS:**

- 1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (10)**
- 3. ANSWER ALL THE INDICATED QUESTIONS**
- 4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONG SIDE THE QUESTION.**

**SPECIAL REQUIREMENTS: NONE**

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.**

**Question 1: Multiple choice questions**

(40)

**JUICE MINI CASE:** *Fruit Fusions is a well-known producer of organic fruit blended yogurts. It recently decided to start producing fruit juices under the Fruit Fusions name as well. The company's research determined that there was a potential niche market for organic fruit juices packaged in small single servings and sold as an alternative to canned soft drinks typically consumed during lunch. In trying to price the new line of drinks, Fruit Fusions asked consumers what they thought other drinks of a comparable quality cost, and what they considered to be a fair price for this kind of drink. With the slogan "Nothing this good comes in a can," the juice line's print ads feature a brightly coloured bottle of juice on a completely white background and are placed in magazines specializing in health and wellness.*

In the JUICE MINI CASE, Fruit Fusions is taking advantage of \_\_\_\_\_ in extending its brand name association to its new juice line as a means of increasing consumer acceptance of the new product.

- A) umbrella positioning
- B) product repositioning
- C) contrast
- D) consumer stereotypes
- E) the halo effect

2. In the JUICE MINI CASE, Fruit Fusions only sells its new juice line through high-end grocery stores and lunch boutiques in an effort to create a high-end reputation for its juice line through \_\_\_\_\_.

- A) retail store image
- B) consumer stereotypes
- C) playing on consumers' need for closure
- D) making a good first impression
- E) perceived risk

3. In the JUICE MINI CASE, Fruit Fusions' print ads are meant to draw a reader's attention through \_\_\_\_\_.

- A) consumers' need for closure
- B) an attribute focus
- C) figure-and-ground relationships
- D) consumers' tendency to jump to conclusions
- E) consumers' tendency to group stimuli together

4. In the JUICE MINI CASE, Fruit Fusions explores consumers' \_\_\_\_\_ in order to determine the best price for its new fruit drinks.

- A) external reference prices
- B) efficiency prices
- C) relationship prices
- D) internal reference prices
- E) satisfaction-based prices

5. In the JUICE MINI CASE, Fruit Fusions places its advertisements in magazines focused on health and wellness under the assumption that people reading such magazines are interested in health foods and are more likely to notice the Fruit Fusions ad there than while reading a magazine focused on news and entertainment. This phenomenon is known as \_\_\_\_\_.

- A) selective exposure
- B) perceptual defence
- C) perceptual organization
- D) selective attention
- E) perceptual blocking

**PUB MINI CASE:** Sean and his friends, most of whom are Irish immigrants or have Irish parents, enjoy drinking at The Celtic Knot, a small New York pub that serves many Irish beers, is decorated with genuine Irish paraphernalia, and holds weekly traditional Irish music sessions. Like many of his friends, Sean enjoys the feeling the pub gives him of connection with his Irish heritage. The pub advertises at community centres and churches in predominantly Irish areas of the city. On its posters, underneath a photo of a group of attractive young people in a cosy corner of the pub drinking and laughing together, is the pub's slogan: "Because being Irish is about more than just St. Paddy's Day."

6. In the PUB MINI CASE, \_\_\_\_\_ is the attitude object.

- A) the pub
- B) the Irish community
- C) the advertising message
- D) Sean
- E) the price point

7. In the PUB MINI CASE, by targeting such a specific market, The Celtic Knot is engaging in \_\_\_\_\_.

- A) attitude research
- B) external attribution
- C) niche marketing
- D) defensive attribution
- E) attitude formation

8. In the PUB MINI CASE, Sean enjoys the feeling the pub gives him of connection with his Irish heritage. This is the \_\_\_\_\_ of his attitude toward the pub.
- A) affective component
  - B) effective component
  - C) cognitive component
  - D) conative component
  - E) prospective component

9. In the PUB MINI CASE, Sean feels comfortable perceiving The Celtic Knot as a genuine Irish pub because many of his friends believe the same thing. He is using \_\_\_\_\_ to affirm his attitude.
- A) distinctiveness
  - B) consistency over modality
  - C) consistency over time
  - D) the central route to persuasion
  - E) consensus

**HEADACHE MINI CASE:** *Fast Relief sells a pain killer that is especially effective on relieving headache pain. Under the slogan "If you really want to fix a problem, you have to use the right tools," Fast Relief advertising points out that while its tablets aren't as effective at relieving muscle pain as Cure-All, its leading competitor, clinical trials have shown that Fast Relief is 10 times more effective than the Cure-All at relieving headaches. At the beginning of the advertising spot, a woman is shown with her eyes shut tight and her hand pressed against her forehead. Over the course of the ad, the woman's face gradually relaxes and she begins to look relieved and comfortable. Fast Relief also advertises its products by having its tablets used by actors to relieve their headaches during popular television shows.*

10. In the HEADACHE MINI CASE, the woman shown in the television ad demonstrates that Fast Relief is helping relieve her headache by using \_\_\_\_\_.
- A) interpersonal communication
  - B) nonverbal cues
  - C) celebrity endorsement
  - D) corrective communication
  - E) verbal cues
11. In the HEADACHE MINI CASE, by pointing out that Fast Relief is not very effective at relieving muscle pain, the company is engaging in \_\_\_\_\_.
- A) deceptive advertising
  - B) two-sided advertising
  - C) corrective advertising
  - D) comparative advertising
  - E) positive message framing

12. In the HEADACHE MINI CASE, Fast Relief maintains that its tablets relieve headache pain 10 times more effectively than Cure-All. This is an example of \_\_\_\_\_.

- A) deceptive advertising
- B) psychological noise
- C) corrective advertising
- D) branded entertainment
- E) positive message framing

13. In the HEADACHE MINI CASE, Fast Relief outlines a side-by-side comparison between its pain reliever and that of Cure-All. This is known as \_\_\_\_\_.

- A) deceptive advertising
- B) psychological noise
- C) corrective advertising
- D) branded entertainment
- E) comparative advertising

14. In the HEADACHE MINI CASE, Fast Relief's practice of having its tablets appear during popular television shows is known as \_\_\_\_\_.

- A) product placement
- B) psychological noise
- C) corrective advertising
- D) branded entertainment
- E) positive message framing

**SMITH MINI CASE:** *Nathan Smith is single and lives in Detroit, where he works on the assembly line at the local automobile manufacturing plant and is a member of the Automobile Workers Union. He views work as a means to buy things to enhance his leisure time and recently purchased a new television so that he could better watch his favourite team, the Detroit Lions, play football. Nathan has always followed the Lions, largely because his dad was a big Lions fan.*

15. In the SMITH MINI CASE, Nathan most likely considered to be in the \_\_\_\_\_ stage of the traditional family life cycle.

- A) bachelorhood
- B) honeymooner
- C) parenthood
- D) post parenthood
- E) dissolution

16. In the SMITH MINI CASE, Nathan is most likely to be a part of which of the following social classes?

- A) lower-upper class
- B) upper-middle class
- C) lower-middle class
- D) upper-lower class
- E) lower-lower class

17. In the SMITH MINI CASE, which of the following is most likely to describe Nathan?

- A) Nathan uses his credit card as a convenient substitute for cash.
- B) Nathan perceives himself to be empowered in the sense that he can achieve whatever he sets his mind to.
- C) Nathan saves money primarily in the interest of safety and security.
- D) Nathan is likely to attend the theatre and concerts.
- E) Nathan prefers to spend his leisure time on cerebral activities, like reading or visiting museums.

18. In the SMITH MINI CASE, Nathan roots for the Lions because his dad did. This is an example of \_\_\_\_\_.

- A) subjective measurement
- B) geodemographic clustering
- C) intergenerational brand transfer
- D) syncretic decision making
- E) status consumption

**GIFT MINI CASE:** *Winston needs to buy his girlfriend, Vanessa, a gift for her birthday. He knows she will expect the "perfect" gift. He feels like boyfriends are "supposed" to get their girlfriends jewellery or perfume. His older sister recommends a necklace or earrings. While he's at the jewellery store, he also buys a watch for himself, rationalizing that he hardly ever buys stuff for himself and he "deserves it."*

19. In the GIFT MINI CASE, when Winston gives Vanessa a gift for her birthday, this is known as \_\_\_\_\_.

- A) interpersonal gifting
- B) intercategory gifting
- C) intergroup gifting
- D) intrapersonal gifting
- E) intragroup gifting

20. In the GIFT MINI CASE, when Winston buys a watch for himself as a self-gift, this is known as \_\_\_\_\_.

- A) interpersonal gifting
- B) intercategory gifting
- C) intergroup gifting
- D) intrapersonal gifting
- E) intragroup gifting

21. In the GIFT MINI CASE, Vanessa's high expectations of Winston are likely to prolong the \_\_\_\_\_ stage of the decision-making process.

- A) need recognition
- B) prepurchase search
- C) post purchase evaluation
- D) permission marketing
- E) relationship marketing

22. In the GIFT MINI CASE, Winston's perception of what he is "supposed" to get Vanessa is the result of \_\_\_\_\_.

- A) psychological field
- B) evaluation of alternatives
- C) prepurchase search
- D) sociocultural inputs
- E) need recognition

23. In the GIFT MINI CASE, Winston's sister represents a(n) \_\_\_\_\_ source of prepurchase information.

- A) impersonal
- B) sociocultural
- C) personal
- D) evoked
- E) inept

24. In the GIFT MINI CASE, Winston's sister represents a(n) \_\_\_\_\_ source of prepurchase information.

- A) impersonal
- B) sociocultural
- C) personal
- D) evoked
- E) inept

**COLLEGE MINI CASE:** Evelyn is a high-school senior from Philadelphia looking to apply to colleges. She has decided to apply to the University of Pennsylvania, Cornell, and Princeton. She chose not to apply to Brown, Dartmouth, or Yale because she considers them to be too far away from home. A college counsellor had suggested to her that Columbia has a comparable reputation to the schools Evelyn was considering, but Evelyn didn't perceive Columbia as having any particular advantage over the schools to which she had already decided to apply. She is eventually accepted to, and decides to attend Cornell University. Upon arriving on campus, Evelyn immediately notices a deliberate effort on the part of the college to make new students not only feel at home, but that they have absolutely made the right decision in attending Cornell.

25. In the COLLEGE MINI CASE, Evelyn's college counsellor is a(n) \_\_\_\_\_ source of prepurchase information.

- A) impersonal
- B) affective
- C) cognitive
- D) inert
- E) personal

26. In the COLLEGE MINI CASE, Cornell is part of Evelyn's \_\_\_\_\_.

- A) inept set
- B) affective set
- C) cognitive set
- D) inert set
- E) evoked set

27. In the COLLEGE MINI CASE, Columbia is part of Evelyn's \_\_\_\_\_.

- A) inept set
- B) affective set
- C) cognitive set
- D) inert set
- E) evoked set

28. In the COLLEGE MINI CASE, when Cornell tries to convince students that they have made the right decision, they are trying to encourage a positive \_\_\_\_\_.

- A) need recognition
- B) post purchase evaluation
- C) purchase behaviour
- D) evaluation of alternatives
- E) prepurchase evaluation



**CAR MINI CASE:** Marksman Motors is a manufacturer of SUVs. In order to encourage consumers to consider a Marksman vehicle, Marksman dealerships offer an overnight test-drive, where consumers are able to drive the car for 24 hours to see if they like it. They have found the overnight test-drive to be especially popular with people who tend to adopt new ideas just after the average time and who approach innovations cautiously. Recently, in response to the popularity of other manufacturers' gas-electric hybrid SUVs, Marksman Motors has come out with a new model, the Evergreen, that has been sold in Germany for a year, but is the first gas-electric hybrid SUV to hit the U.S. market. In order to promote the Evergreen, the manufacturer sent a voucher to Car and Driver Magazine subscribers for a free 3-day test-drive of the Evergreen, to be used at local Marksman dealerships.

29. In the CAR MINI CASE, the overnight test-drive is designed to encourage consumers to reach the \_\_\_\_\_ stage of the adoption process.

- A) awareness
- B) interest
- C) evaluation
- D) trial
- E) adoption/rejection

30. In the CAR MINI CASE, the overnight test-drive is especially popular with members of the \_\_\_\_\_ adopter category.

- A) innovator
- B) early adopter
- C) early majority
- D) late majority
- E) laggard

31. In the CAR MINI CASE, the Evergreen's gas-electric hybrid motor is considered a \_\_\_\_\_.

- A) continuous innovation
- B) circular innovation
- C) dynamically continuous innovation
- D) direct innovation
- E) discontinuous innovation

32. In the CAR MINI CASE, by sending a voucher specifically to Car and Driver subscribers, Marksman Motors is trying to get \_\_\_\_\_ to try the Evergreen.

- A) market mavens
- B) laggards
- C) consumer innovators
- D) viral marketers
- E) surrogate buyers

33. In the CAR MINI CASE, the Evergreen is considered a "new" product based on a(n) \_\_\_\_\_ definition of product innovation.
- A) firm-oriented
  - B) product-oriented
  - C) market-oriented
  - D) adoption-oriented
  - E) consumption-oriented

**WEDDING MINI CASE:** Susan is planning her wedding. Susan knows what music is appropriate for her ceremony because she has been to a number of weddings before. She has questions, though, about the appropriate wording of her invitations, so she reviews the helpful information provided by professional wedding planners on specialist wedding sites to familiarize herself with customary wording and style rules. In choosing a wedding dress, Susan has decided to have a dress designer make a custom wedding dress for her.

34. In the WEDDING MINI CASE, Susan learned appropriate music for a wedding through \_\_\_\_\_.
- A) formal learning
  - B) technical learning
  - C) enculturation
  - D) informal learning
  - E) acculturation
35. In the WEDDING MINI CASE, Susan learns about appropriate invitation wording and style through \_\_\_\_\_.
- A) formal learning
  - B) technical learning
  - C) enculturation
  - D) informal learning
  - E) acculturation
36. In the WEDDING MINI CASE, the wedding is considered a \_\_\_\_\_.
- A) custom
  - B) value
  - C) ritual
  - D) belief
  - E) culture

37. In the WEDDING MINI CASE, a bridal bouquet would be considered a ritual \_\_\_\_\_.
- A) artefact
  - B) symbol
  - C) culture
  - D) custom
  - E) value
38. In the WEDDING MINI CASE, Susan has chosen to have her wedding dress custom made, in line with the core American value of \_\_\_\_\_.
- A) material comfort
  - B) activity
  - C) conformity
  - D) humanitarianism
  - E) individualism
39. At Gino's Italian Bistro, waitresses ask each table whether or not they have dined at Gino's before. A manager is sure to stop by every table with first-time guests to thank them for trying the restaurant and to encourage them to return. In this case, the manager visit constitutes \_\_\_\_\_ for the guests, making them feel like restaurant staff really cares about the quality of their experience.
- A) feedback
  - B) a cue
  - C) a response
  - D) a motive
  - E) reinforcement
40. Lucy finds Coca-Cola to be refreshing and tasty. When she attributes this perception to all colas in red cans, she is engaging in \_\_\_\_\_.
- A) stimulus discrimination
  - B) advertising wearout
  - C) cosmetic variations
  - D) stimulus generalization
  - E) interference

## SCENARIO: JEAN AND THE TOYOTA HILUX TURBO TRUCK

Jean (25) married Liandrie, the girl of his dreams, in January (2013). They currently live in a middle-class area in Pretoria, South Africa. She surprised him last month with the news that they won a big competition and that they can go on a month-long tour through Namibia in 6 months' time. Jean and Liandrie have always wanted to upgrade their current car to a 4x4 truck, and Jean sees this as the perfect opportunity to realise his dream. Jean begins searching for more information on 4x4 trucks. He sees an advertisement in his favourite magazine (CARMag) of the new Toyota Hilux Turbo which caught his eye.

He is now very excited about the new Toyota Hilux Turbo truck, because he believes that this truck will definitely be strong enough to tour around in Namibia for a month. He begins collecting more information about the Toyota truck by visiting Toyota's website, as well as discussing it with his friends and family. Jean has previously purchased a vehicle and thus has established criteria on how to evaluate the truck. Jean ordered a test-drive before making the final decision to purchase the truck. Jean took his wife, Liandrie, with him on the test-drive, and both he and Liandrie were very impressed with the truck's easy control, strong power and stylish appearance.

Jean decides to purchase the new Toyota Hilux truck, and plans to surprise his wife with it on their wedding anniversary.

### Toyota Hilux Turbo Advertisement in the CARMag

**TOYOTA**  
moving forward ▶

**D-4D**

**FOR THOSE WHO DARE**

**HILUX TURBO**

**Starting from**  
**R 292 800**

- New Turbo Engine
- Dual Airbags (D+P)
- Fog Lamps
- Roof Carrier
- DVD Player
- Power Windows & Door Locks
- ABS (Anti-Lock Braking System)
- Rear Deck Liner
- Side Steps
- 4x4 Transmission
- Alloy Rims
- Dual Guard
- Sun Visors
- Rear Differential Lock
- Large Front Bumper Protection
- Roll Bar
- Over Fenders

**HILUX TURBO**  
**The Brave One!** 4x4

5 year warranty

**Question 2:** \_\_\_\_\_ **(10)**

Study the Toyota Hilux Turbo advertisement and the types of perceived risk that the product can hold for the consumer.

**Question 3** \_\_\_\_\_ **(6)**

Toyota is currently busy researching consumers' attitudes towards the Hilux Turbo. Explain to the management of Toyota how (A) personal experience and (B) direct marketing can influence consumers' attitudes and what Toyota can do to ensure that positive attitudes are formed by making use of each of the above mentioned.

**Question 4** \_\_\_\_\_ **(3)**

A distinction can be made between five different types of families. Identify the type of family is described in the case study? Motivate your answer.

**Question 5** \_\_\_\_\_ **(8)**

- A) In which phase of the traditional family life cycle is Jean's family currently? Motivate your answer. **(3)**
- B) Discuss this phase of the traditional family life cycle. **(5)**

**Question 6** \_\_\_\_\_ **(4)**

- A) Briefly describe what a cultural ritual is. **(2)**
- B) Identify from the case study two (2) cultural rituals. **(2)**

**Question 7** \_\_\_\_\_ **(2)**

Identify, with reference to the case study, the subculture that Jean and his family form a part of. Motivate your answer.

**Question 8** \_\_\_\_\_ **(12)**

Name and discuss, with the aid of examples, what happens to Jean during each of the five stages of the adoption process described in the scenario.

**Question 9****(12)**

Researchers have identified three specific levels of problem solving when consumers have to make decisions to purchase certain products and services.

- A) Name and explain the three (3) levels of problem solving. (9)
- B) Which level of problem solving will Jean experience when making the decision to purchase the Toyota Hilux Turbo truck or not. (1)
- C) Motivate your answer. (2)

**Question 10****(3)**

As a child, Jean always saw his dad reading the "CARMag" magazine and for this reason he also learned to read this magazine. Which form of cultural learning took place? Motivate your answer.