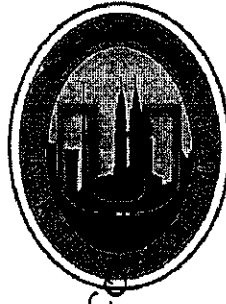


CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

SUBJECT CODE : EDB20203
SUBJECT TITLE : CONSUMER BEHAVIOUR
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 27th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) sections**; Section A and section B.
4. **Answer ALL questions in Section A and Section B.**
5. Please write your answers on the answer booklet provided.
6. Answer all questions in **English language ONLY**.
7. This question paper must not be removed from the examination hall.

THERE ARE (5) PAGES OF QUESTIONS INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions ONLY.****Please use the answer booklet provided.****Question 1**

Describe each of the following terms with examples:

a) Affect and Cognition

(2 marks)

b) Classical conditioning

(2 marks)

c) Operant conditioning

(2 marks)

d) Procedural knowledge

(2 marks)

Psychosocial consequences

(2 marks)

(10 marks)

Question 2

a) Describe "inference" and how is it created?

(6 marks)

b) Describe the concept of "perceived risk" with example.

(4 marks)

(10 marks)

Question 3

Elaborate "The generic model of consumer problem solving".

(10 marks)

Question 4

Elaborate **FIVE** (5) characteristics of a product with example.

(10 marks)

SECTION B (Total: 60 marks).

INSTRUCTION: Answer ALL questions.

Please use the **answer booklet** provided.

Question 5

Harris is considering to invest in a fashion retail company located in Kuala Lumpur. He is not an expert in retail management and business financing. Hence, he seeks advice from his friend who is also a business financing manager in a local financial institution.

Illustrate and elaborate his decision making flow in the framework of "The Model of Decision Making".

(20 marks)

Question 6

Fashion Valet has opened its flagship store at Bangsar Village II, the very first of its kind. Currently, the brands that the store stocks are Adam Liew, Aere, Allure, Aqua Therapy, Oshaya Lily, dUCK, FV Basics, GlanceZ, Good Virtues Co., House of Razaba, Juwita KL, Little YiYi, LenaLee, Lily Whyt, Melissa, Mika & Gala, Mischa, Nelissa Hilman, Peppermint Avenue, Poplook Premium for FV, Rhea Benson, Soonaru, Studio 133 Biyan and Toms.

In other news, FashionValet announced that they've brought back Daniel Wellington watches to its site, after "overwhelming requests" from fans of the cult brand. Also, Malaysian designer label Sean & Sheila have just launched its collection on FashionValet.com. That's not all; 50450 will also be available to shop on the retail website very soon.

Source: FashionValet opens flagship store in Bangsar Village II by Andrea Tim, Elle Malaysia (8 December 2015).

A. Explain the **TWO** (2) basic types of store layout

(10 marks)

B. Describe on which type does Fashion Valet's store falls into?

(5 marks)

C. Define store loyalty and what factors contribute to its creation/development?

(5 marks)

(20 marks)

Question 7

Globally, Domino's Pizza, Inc. operates a network of over 10,000 owned and franchised stores throughout the U.S. and international markets. Domino's is the world's leading pizza delivery company committed to leading the industry in product quality and operational excellence.

In Malaysia, Domino's Pizza Malaysia was officially launched by Tom Monaghan, founder of Domino's Pizza Inc, in September 1997.

Malaysia's bullish food and beverage industry coupled with Domino's promise of quality food and delivery service was highly accepted and gained new customers nationwide.

Domino's Pizza is the award winner of the 2009, 2010, 2011 & 2012 Gold Franny Award, a distinguished Achievement Award of the International Franchise Association at the Worldwide Rally Las Vegas in May. Domino's Pizza Malaysia and Singapore also received 'HR Asia Best Companies to Work for in Asia 2013' award by HR Asia. This prestigious award recognises corporations with significant levels of employee engagement and excellent workplace culture. Domino's Pizza is one of the 20 companies selected for 2013 to make it to the winning list.

As at Jan 2016, there are 147 stores operating all over Malaysia with 50 in Selangor, 25 in Wilayah Persekutuan, 3 in Putrajaya, 17 in Johor, 7 in Negeri Sembilan, 10 in Pulau Pinang, 13 in Perak, 3 in Malacca, 6 in Kedah, 5 in Pahang, 3 in Kelantan, 4 in Terengganu and 1 in Perlis.

With the healthy growth in Malaysia, Domino's take extended its presence to neighbouring Singapore in 2009. There are currently 22 stores operating in Singapore and growing

aggressively.



Source: www.dominos.com.my.

In view of how aggressive Dominos Malaysia is competing against its peers, Dominos Malaysia are always coming up with new and fresh promotions that usually in form of coupons, price deals and combo meals. The idea is to attract awareness and attention as well as elicit purchase from customers.

Describe the **FOUR** (4) aspect of behavior that sales promotions are design to affect.

(20 marks)

END OF EXAMINATION PAPER