



<b>BUYER BEHAVIOUR</b>
<b>MARCH 2023</b>
<b>MOCK EXAMS</b>
<p><b>Time:</b> 5:30PM – 8:30PM</p> <p><b>Date:</b> 30 May</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has <b>TWO</b> Parts.</p> <p><b>Part 1</b> is worth 40% of the total marks available.</p> <p><b>Part 2</b> is worth 60% of the total marks available.</p>
<p>You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.</p> <p>Rough work and notes <b>must</b> be written in the answer book or on supplementary sheets and <b>must</b> be clearly identified.</p>



## CASE STUDY

Dr. Kwasi Twum is a dentist and Head of the dentistry Department in one of the hospitals in Ghana. His wife is also a Lecturer in one of the universities and they have three children. Apart from the children, the family (father and mother) of Dr. Twum also live with them. They are a middle-class family with good income and savings.

Dr. Twum likes to have a comfortable life and as a result spends more on furnishings, interior décor and gardening. The parents are reserved and more consecutive. As such Dr. Twum seem to reject his parent's advice and does what suits him. Though he spends a lot, the wife tries to save after household expenses are taken care of.

Dr. Twum's younger brother is getting married and the parent wants him to support it to be in a grand style because his marriage was on a low profile as people couldn't turn up. This has resulted in skirmishes between him and his parents because Dr. Twum thinks he cannot afford such expenses as he also has other things to sort out. Just before the marriage, Dr. Twum received a big money from a consultancy job he had done the previous year. He intended to buy a new car over his brother's marriage. Since he doesn't know more about cars, he took a friend along to select the car, brand, feature and other attributes. Though he doesn't fancy the brands, he prefers a good car for long distance travelling. They identified about four cars that his budget can contain. He and his friend visited the shop in a week's time and after the deliberations, Dr. Twum finally settles on one. The showroom executives delivered the car to Dr. Twum's house and everybody, his parents, wife and children were all happy.

But after all, his parents were excited about his new car, especially for the upcoming wedding.



## **PART A – Compulsory**

### **Question One**

As a Marketing consultant, you have been asked to give a presentation on the following:

- a. Identify and explain the key factors that influence Dr. Twum’s decision process? **[14 marks]**
- b. Describe Maslow’s hierarchy of needs and identify the needs of Dr. Twum as consumer and individual **[12 marks]**
- c. Identify and explain the Decision-making stages for buying the car **[14 marks]**

## **PART B – Answer THREE (3) questions only**

### **Essay and Application Type Questions**

#### **Question 1**

As a Marketing Specialist you have asked to make a presentation on the following:

- a. Explain Market Segmentation (4 marks)
- b. Describe the types of market segmentation (8 marks)
- c. List and explain the marketing mix (8 marks)



## Question 2

Your Marketing Manager is aware that marketing is focused on satisfying consumer needs. He has also realized that there are many people who develop the same needs. He has tasked you to submit a **REPORT** to the Board:

- a. Define Consumer Behaviour [**4 marks**]
  
- b. Explain the **Three [3]** strategic frameworks of segmentation, targeting and positioning with examples [**12 marks**].
  
- c. Explain the importance of consumer behaviour to the following segments:
  - I. The Marketing Manager
  
  - II. Public Policy Makers & Regulation [**4 marks**]

## Question 3.

Personality has been approached by Theorist in different ways. It is also seen as a way to influence consumers. You have been asked as a Marketing Consultant to make a **PRESENTATION** on the following:

- a. Define Personality and Self-image [**4 marks**]
  
- b. Explain the Freudian and Neo-Freudian Theories of Personality and their application to different consumers [**8 marks**]
  
- c. List **Four [4]** different kinds (components) of Self-image [**8 marks**]

#### Question 4

You work as the Marketing Manager for a chain of supermarkets. The Marketing Director has tasked you to prepare a **REPORT** that details the following:

- a. Distinguish between Supraliminal perception and Subliminal perception [**4 marks**]
- b. Contrast between Absolute Threshold and Differential Threshold with examples [**8 marks**]
- c. Give Two [**2**] marketing implications each for Absolute and Differential threshold [**8 marks**]

#### Question 5

You work for a global company that deals in fashion products. Your Global Marketing Director has identified culture to influence both individual and group behaviour. He has asked you to make a presentation on the following:

- a. Define Culture [**3 marks**]
- b. Describe **Two** [**2**] sub-culture categories that are relevant for market research [**8 marks**]
- c. Identify **Three** [**3**] ways to measure culture [**9 marks**]

