



### Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 0 1 0 A	1 3 0 0	2 0 1 8 - 0 4 - 2 7
Kursnamn	Företagsekonomi AV, Konsumentbeteende	
Provnamn	Tentamen	
Ort	Sundsvall	
Termin	V18	
Ämne	Företagsekonomi	



# Mittuniversitetet

MID SWEDEN UNIVERSITY

## Department of Business, Economics and Law

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Code.....

## Re-exam

COURSE: Consumer Behavior, 7,5 hp  
DATE: 2018-04-27  
TIME: 5 hours

## Instructions

Dictionary is allowed.

All answers must be reported in the attached exam booklet for each question. If the paper is not enough, you may attach additional sheets. If you do so – please make a note at the end of your answer in the exam booklet, telling us that your answer will continue on an extra sheet.

Please read the questions carefully before answering. Plan first the organization of your answer and make a first draft on loose sheets. Then enter structured and articulate response with clear handwriting in the exam booklet, so you can be sure that we understand you correctly. Remember that all concepts and characters that you use must be explained and described with continuous text.

Write your code number on all sheets.

The exam consists of six questions. It can give a maximum of 60 points.  
To pass (E) requires at least 30 points.

Good luck!

Maria Bogren and Stylios Papaioannou



**Question 1 (8 points)**

Code.....

Describe shortly the following concepts.

a) Positive motivation

b) Long-term memory

c) Self-concept

d) McDonaldization



**Question 2 (10 points)**

**Code.....**

- a) Describe *cognitive learning* and *vicarious learning*. (6 p)
- b) How can marketers use their knowledge about these theories when marketing their products? Give examples both from theory and practice. (4 p)



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Additional sheet for question 2

Code.....



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**Question 3 (10 points)**

**Code.....**

- a) When consumers' buy something, their level of *involvement* can vary. Describe what characterizes *high involvement* and *low involvement*. (5 p)
- b) How can/should marketers use their knowledge about people's different levels of *involvement* when they are marketing and selling their products? Give examples both from theory and practice, regarding products that characterizes of both *high and low involvement*. (5 p)



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Additional sheet for question 3

Code.....

**Question 4 (10 points)**

Code.....

The process of spreading innovations through a society and how individuals adopt these, is the domain of diffusion-adoption of innovations theory.

- a) What is a *discontinuous innovation* and what is a *dynamically continuous innovation*? (2 p)
- b) Compare the two types of innovations above. What are the differences or similarities? (5 p)
- c) Please present an example of a discontinuous innovation and a dynamically continuous innovation, illustrating their characteristics which relate them with each type of these two types of innovations. (3 p)





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Additional sheet for question 4

Code.....

**Question 5 (10 points)**

Code.....

Customers might indulge in consumption behaviors that might harm themselves or others in some ways. Marketing managers should be aware of these behaviors and understand how and why they appear.

- a) Define what *consumer misbehavior* is. (2 p)
- b) What is a *consumer boycott*? Can you describe the reasons, the composition of a consumer boycott, and the possible results of this consumer misbehavior? (5 p)
- c) Please describe an example of a consumer boycott, describing the possible reasons that caused it, the way it was demonstrated, and the goals consumers aim for by this behavior. (3 p)



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Additional sheet for question 5

Code.....



**Question 6 (12 points)**

Code.....

*In this task, you should show that you can apply your knowledge of the course literature on a specific case.*

This is the case:

You work as a consultant with development of tourist destinations. The responsible persons from the medieval city Rothenburg ob der Tauber (in southern Germany) has contacted you asking for help. They have problems to attract new generations of tourists. Earlier the tourists stayed for a week enjoying the peaceful and charming old city. Nowadays, the majority stay only one-two nights and look at the most important sights as quickly as possible. The majority of the tourists still comes from Germany and Asia. The hotel owners and shop owners are concerned about the situation. Rothenburg therefore need help to formulate a new marketing strategy trying to get tourists stay longer and/or attract new visitors.

Describe and discuss in an analytical way how you consider aspects regarding age, different generations, gender, lifestyle and cultures when you develop the new marketing strategy for Rothenburg ob der Tauber.

*Write a logical and critical reasoning/argumentation with a relevant structure. Remember to connect your discussion to theories, concepts and models from the book.*



Additional sheet for question 6

Code.....



Additional sheet for question 6

Code.....



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Additional sheet for question 6

Code.....



Consumer Behavior, 7,5 hp

Re-exam, 2018-04-27

If you like, please take off these two last paper with the summary of questions and bring them home.

**Question 1 (8 points)**

Describe shortly the following concepts.

- a) Positive motivation
- b) Long-term memory
- c) Self-concept
- d) McDonaldization

**Question 2 (10 points)**

- a) Describe *cognitive learning* and *vicarious learning*. (6 p)
- b) How can marketers use their knowledge about these theories when marketing their products? Give examples both from theory and practice. (4 p)

**Question 3 (10 points)**

- a) When consumers' buy something, their level of *involvement* can vary. Describe what characterizes *high involvement* and *low involvement*. (5 p)
- b) How can/should marketers use their knowledge about people's different levels of *involvement* when they are marketing and selling their products? Give examples both from theory and practice, regarding products that characterizes of both *high and low involvement*. (5 p)

**Question 4 (10 points)**

The process of spreading innovations through a society and how individuals adopt these, is the domain of diffusion-adoption of innovations theory.

- a) What is a *discontinuous innovation* and what is a *dynamically continuous innovation*? (2 p)
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