



Försättsblad Prov Original

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



Mittuniversitetet

MID SWEDEN UNIVERSITY

Department of Business, Economics and Law

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FÖ10A

Code.....

Exam

COURSE: Consumer Behavior, 7,5 hp

DATE: 2018-12-07

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 Ulrika Sjödin



Question 1 (10 points)

Code.....

Describe shortly the following concepts.

a) Sensory memory

b) Cognitive dissonance

c) Baby Boomers

d) Abnormal product use

e) Reminder impulse buying

Question 2 (5 points)

Code.....

Maslow's hierarchy of motivational needs and *Freuds model* of the human drives have some similarities and some differences.

- a) Define each model.
- b) Describe and explain the major similarities and differences. Summon the similarities and the differences in a **table**.



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Additional sheet for question 2

Code.....



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Question 3 (10 points)

Code.....

The *diffusion-adoption theory* discussed in chapter 9 categorize people according to how fast they adopt new innovations.

- a) Describe and explain shortly each category.
- b) Explain and discuss the problems with this theory in terms of underlying assumptions and ideals.



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Additional sheet for question 3

Code.....



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Question 4 (10 points)

Code.....

Consumer Loyalty is discussed in chapter 10.

- a) Describe in what ways consumer can be loyal to companies.
- b) Describe and discuss the problem with the underlying assumptions and Evan et al.'s view of consumer loyalty.



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Additional sheet for question 4

Code.....



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Question 5 (10 points)

Code.....

Chapter 11 discuss Data-Based Consumer Behaviour.

- a) Describe and explain the difference between the new Data-informed-marketing, in comparison to the traditional media.
- b) Explain and discuss critically the business “demand drives” behind Data-informed marketing.



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Additional sheet for question 5

Code.....

Question 6 (15 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 have just started to work as the Tourism Manager for the municipality of Jaén in southern Spain. The city Jaén is located in the mountains in Andalucía (about 2 hours from Malaga), and has about 116.000 inhabitants. The city has some historical buildings, for example a beautiful cathedral, and a castle with interesting history and a fantastic view over the city. There is also the Arabic baths, which reminds of the Arabic time of this region.

Jaén do not attract so many tourists and the local politicians now want to change this. The price level for accommodation and food is very reasonable, so that should attract visitors. A problem is that the staff at hotels and restaurants, as well as within transportation, do not speak so good English, which can scare away visitors.

Two important tasks for you as a Tourism Manager is now to design *a development project* for the municipality together with a new *marketing strategy* in order to make Jaén attract more visitors. Describe and discuss in an analytical way how you consider aspects regarding *age, different generations, lifestyle, social groups, and cultures* when you design the development project and develop the new marketing strategy for Jaén.

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.....



Additional sheet for question 6

Code.....

Consumer Behavior, 7,5 hp

Exam, 2018-12-07

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

Question 1 (10 points)

Describe shortly the following concepts.

- a) Sensory memory
- b) Cognitive dissonance
- c) Baby Boomers
- d) Abnormal product use
- e) Reminder impulse buying

Question 2 (5 points)

XXX

Question 3 (10 points)

XXX

Question 4 (10 points)

XXX

Question 5 (10 points)

- a) XXX

Question 6 (15 points)

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