



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	Sundsvall	
Termin		
Ämne		



Mittuniversitetet

MID SWEDEN UNIVERSITY

Department of Business, Economics and Law

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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 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.....



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.....



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.....

