

CIMG Programme Pathway 1 Professional Certificate in Marketing

Buyer Behaviour (PCM 103)

DECEMBER 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY - COMPULSORY

Mr. Andrew Nartey is native of Asankragwa but settled in the Greater Accra region with his wife and two children. For more than three years he was unemployed but secured a job just a year ago with a pharmaceutical company as a marketing manager. Mr. Nartey loves to go shopping with his family especially on weekends. He loves to possess good and quality brands. But despite having a good taste, he is not financially sound to support his shopping habits. His wife, who works as a medical director, earns a decent salary which gives support to the family. When it comes to shopping, she is very moderate and considers the kinds of clothes and brands that she picks from the shelves. But unfortunately, Mr. Nartey mostly makes decisions when they have to purchase appliances and other durable goods for the house. Recently, there was the need for them to purchase a new refrigerator, but the decision was solely taken by him. This nearly marred the marriage as it brought a grudge between them. The couple is educated but they have limited horizon and lacks ideas on social issues. It has become evident that a good understanding of social practices can help them improve their wealth and lifestyle.

QUESTION 1 – Compulsory

You are required to answer all questions in this PART (A) using the case study above.

As a Marketing Officer the couple has consulted you to EXPLAIN the following issues to them:

- a) Husband-dominated and wife-dominated roles in making purchases for households
[10 marks]
- b) Identify and explain **FIVE [5]** social class characteristics or membership and where Mr. Nartey and family will be positioned **[15 marks]**
- c) Identify and explain the stages of the family life cycle **[15 marks]**

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a) State the major steps in the consumer research process **[5 marks]**
- b) Identify and explain the **Five [5]** stages of the consumer decision making process **[15 marks]**

QUESTION 3

You have been appointed as a Marketing Officer in charge of membership drive by a professional body. The Marketing Manager has tasked you to submit a **REPORT** on the following:

- a) Identify and explain **Three [3]** types of Reference groups that influence consumers attitude and behaviour **[8 marks]**
- b) Identify and explain **Four [4]** measurement techniques that can be used to measure Opinion Leadership. **[12 marks]**

QUESTION 4

As a Marketing Assistant for A-Life Company Ltd (a fruit processing company) you recently attended a conference on Marketing and Innovation to help your company in developing innovative products. Your marketing manager has tasked you to prepare a **REPORT** on the following:

- a) Explain the Five (5) adopter categories from your understanding of the product diffusion process **[10 marks]**
- b) State **Five [5]** product characteristics likely to influence consumer acceptance of new a product **[5 marks]**
- c) Outline Abraham Maslow's hierarchy of needs **[5 marks]**

QUESTION 5

- a) Define the following concepts.
 - i. Culture **[2 marks]**
 - ii. Sub-culture **[3 marks]**
 - iii. Social class **[3 marks]**
- b) Identify and explain **FOUR [4]** key elements of Culture **[12 marks]**

QUESTION 6

- a) Describe **Three [3]** basic elements of Learning **[6 marks]**
- b) Distinguish between Opinion Leadership and Reference Group **[4 marks]**
- c) Identify and explain **Three [3]** concepts used to clarify Classical conditions **[10 marks]**