

FINAL EXAMINATION

Semester	:	JANUARY 2026 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES
Course Code & Name	:	DBMK4013 CONSUMER BEHAVIOUR
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 2 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Illustrate **THREE (3)** factors that determine the credibility of a message source with examples. (9 marks)

- b) Apply **FOUR (4)** factors related to the target audience to analyze how a message is received. (12 marks)

- c) List any **FOUR (4)** message strategies used in designing persuasive communication. (4 marks)

Total: [25 marks]

2. a) Apply the **FIVE (5)** steps in the consumer decision-making process to a car purchase scenario. (15 marks)

- b) Describe **FOUR (4)** distinct models of consumer decision-making. (10 marks)

Total: [25 marks]

3. a) Discuss **TWO (2)** conditions necessary for the sleeper effect to occur. (4 marks)

- b) Demonstrate **SEVEN (7)** elements of the communication model with relevant examples. (21 marks)

Total: [25 marks]

4. a) Use **THREE (3)** concepts of complexity to evaluate the challenges in organizational buying decisions. (9 marks)

- b) List the first **SEVEN (7)** stages in the organizational buying decision process. (7 marks)

- c) Explain **THREE (3)** types of organizational markets with examples. (9 marks)

Total: [25 marks]

- END OF QUESTIONS -