

Answers of the multiple choice questions in this sample are ALL "a".

26. List the steps in consumer decision making process. (5 marks)

Answer:

- 1 need recognition
- 2 information search: search for alternatives
- 3 evaluation: evaluate alternatives
- 4 purchase decision: choosing an alternative
- 5 post-purchase evaluation: value consumed

27. Explain how selective attention, selective distortion, and selective retention differ. (6 marks)

Answer:

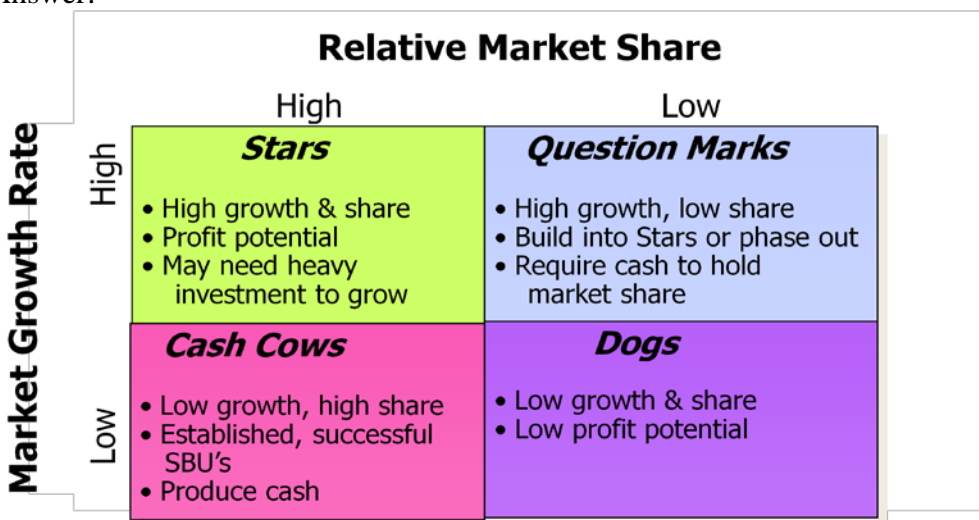
Selective attention is the tendency for people to screen out most of the information to which they are exposed.

Selection distortion is the tendency for people to interpret information in a way that will support what they already believe.

Selection retention is the tendency to remember good points made about a brand they favor and forget good points about competing brands.

28. Explain BCG Growth Share Matrix and proper strategies associated with each cell in this matrix. (8 marks)

Answer:



29. In what aspects would perceptual maps help managers? (5 marks)

Answer:

- Investigate where unmet customer needs potentially exist.
- Identify where competitors might be vulnerable.
- Gain insights into how an under-performing product might be repositioned.

30. Give two examples of how you can segment a market and discuss the rationale for your segmentation scheme. (12 marks)

\* The answer should be including, not limited to, detailed descriptions of market/industry as well as logical explanation of why the chosen segmentation scheme(s) is/are more important than others.

31. "Secondary data is cheaper than primary data." Do you AGREE or DISAGREE with this statement? Explain your answer. (14 marks)

\* The answer should be including, not limited to, explanation of general cost level of two types of data, investigation on why one data is more costly than the other (in general or in cases, depending upon your answer), and descriptions about examples of when one type of data is more costly than the other.