

**Course Code: MKT 824**  
**Course Title: Consumer Behaviour**  
**Time Allowed: 2 Hours**

**Credit Unit: 2 units**

**orderly manner**

- 1) A. Explain the six marketing application areas of consumer behaviour  
B. Discuss the three perspectives in the study of consumer behaviour.
- 2) A. Define motivation.  
B. Identify six McGuire's psychological motives.  
C. Discuss the four roles of motives in understanding consumer behaviour.
- 3) A. Discuss the three major personality theories.  
B. Describe how personality theories have stimulated marketing interest in the study of consumer personality.
- 4) A. From a marketing perspective, define consumer learning.  
B. Explain the three types of learned behaviour.  
C. Discuss the five general characteristics of consumer learning.
- 5) A. Identify the essential features for understanding the culture of consumers.

B. Discuss the four major marketing decision areas that are affected by cultural changes.