

# UNIVERSITY FORT HARE

IPS 321

Suppl Examination

JAN/FEB 2019

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TIME: 3 HOURS

SUBJECT: ENVIRONMENTAL ASPECTS OF CONSUMER BEHAVIOUR

MARKS: 100

THIS PAPER CONSISTS OF 2 PAGES INCLUDING THE COVER PAGE

INTERNAL EXAMINER

Dr M. Dywili

EXTERNAL EXAMINER

Mrs J. Bowler

## Instructions

Answer any four questions from question below.

1. Some marketers consider benefit segmentation as the most consistent approach with the marketing concept. Do you agree or disagree with this view? Justify your answer. [25]
  
2. Why are consumers' needs and goals constantly changing? Also discuss factors which influence the formation of new goals? [25]
  
3. How can the principles of (a) classical conditioning and (b) instrumental conditioning theory be applied to the development of marketing strategies? Provide examples for each.[25]
  
4. Discuss the role of the social and behavioural sciences in developing the consumer decision-making model. [25]
  
5. Give a comprehensive description and explanation of the concept of social responsibility focusing on the following: The relationship between the community, business and consumers. [25]
  
6. Explain the concept of risk perception. What strategies can marketers follow to assist consumers in reducing perceived risk. [25]