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behaviour can contribute to the development of marketing campaigns. 4. Discuss the main internal and external influences that could affect organisational decisions.

Exam Questions - Consumer Behavior (Strategy First)

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What is consumer behavior? The totality of consumers' thoughts, feelings, and

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marketers hope that the consumer will purchase by habit. This is an example of

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ALL questions are compulsory. Each question will be worth 10 marks for a total of 40 marks. (a) Explain the peripheral route to persuasion and discuss the ways in which marketers can influence low-effort consumer attitudes.

**Consumer Behavior exam questions
Research Paper - 650 Words**

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Answer Key: Consumer Behavior (80056)

Duration examination: 180 minutes.

Evaluation table. Question Topic Total points. Item Points. 1 Consumer

Behavior & Behavior Modification 10 a 6

b 4. 2 Value Creation 10 10. 3 Irrational

Behavior 10 a 5 b 5. 4 Social Media &

Marketing 10 10. 5 Customer-Based

Brand Equity 10 a 4 b 6 c 5 d 5

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Exam 1 January 2015, questions and answers - consumer behavior

Question 19 When analysing consumer lifecycles, marketers look at consumers in differing stages of their life. Many models upon which these are based were developed in the 1960s. Since then a lot has changed in 'consumer

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lifecycles'. Which emerging trends should marketers take into consideration?

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