

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU4401 – CONSUMER BEHAVIOUR
CONTINUOUS ASSESSMENT TEST – 2023/2024
DURATION – TWO (02) HOURS



091

DATE: 17th March 2024

TIME: 09.30 A.M. – 11.30 A.M.

INSTRUCTIONS:

- Answer Any FOUR (04) Questions.
- Marks have been mentioned at the end of each question.
- Start each answer from a new page.

1. "Consumer research is one of the processes and tools used to study consumer behaviour". Explain this statement by providing an example.

(25 Marks)

2. "Socio-cultural factors can be considered important for influencing consumers' purchasing decisions." Critically evaluate this statement with an example.

(25 Marks)

3. As a consultant for a leading bank, explain the importance of understanding 'personality' in designing marketing strategies.

(25 Marks)

4. Explain the concept of 'Subliminal perception' with any example from the Sri Lankan context.

(25 Marks)

5. Discuss how social media platforms influence the consumer decision-making process, using examples from the Sri Lankan context.

(25 Marks)

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