

**THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU4401 – CONSUMER BEHAVIOUR
CONTINUOUS ASSESSMENT TEST – 2024 / 2025
DURATION – TWO (02) HOURS**



DATE: 08th MARCH 2025

TIME: 09.30 A.M. – 11.30 A.M.

INSTRUCTIONS:

- Answer any four (4) questions.
- Each question carries twenty-five (25) marks.
- Write clear and concise answers, providing examples where necessary.
- Begin each answer on a new page.

1. Explain the significance of understanding consumer behaviour in modern marketing and how it affects the success of businesses.

(25 Marks)

2. Marketers use various perception theories to craft strategies that capture consumer attention, differentiate products, and influence purchasing decisions.

- a. Discuss how perception theories, including the absolute and differential threshold theories, influence consumer decision-making.

(15 Marks)

- b. Explain how the understanding of such consumer decision making can help in formulating marketing strategies.

(10 Marks)

3. Evaluate the impact of cultural values on consumer decision-making with a specific example from an industry of your choice.

(25 Marks)

4. How can understanding consumer personality traits help businesses develop better customer relationships? Discuss with examples from Sri Lanka.

(25 Marks)

5. Explain the concept of post-purchase behaviour and its significance in building customer loyalty. Provide examples from a service industry in Sri Lanka.

(25 Marks)

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