



Wellington Institute of Technology

Te Whare Wānanga o te Aotearangi

NEW ZEALAND DIPLOMA IN BUSINESS
NZIM DIPLOMA IN MANAGEMENT

244 BUYER BEHAVIOUR & COMMUNICATION STRATEGIES

FIRST SEMESTER 2003

FINAL EXAMINATION

<i>Time Allowed</i>	Three hours plus 10 minutes reading time.
<i>Total Marks</i>	100
<i>Weighting</i>	40%
<i>Calculator</i>	Non-programmable calculator permitted.

Instructions

1. Please answer **all** questions.
2. Write your code number on the **front** page of the answer booklet provided.
3. Write your code number on any **extra pages** you use.
4. Begin each question, **not** parts of a question, on a new page.
5. You should allocate approximately 15-18 minutes for every 10 marks.

Breakdown of Paper

		<i>Marks</i>
<i>Question One</i>	MULTIPLE CHOICE	20
<i>Question Two</i>	MOTIVATION	10
<i>Question Three</i>	ATTITUDES	21
<i>Question Four</i>	COMMUNICATION	27
<i>Question Five</i>	LEARNING	10
<i>Question Six</i>	DIRECT MARKETING	12
<i>Total</i>		100

Final Examination Paperscope In English

Ying Liu



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