



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

MKT 405: CONSUMER BEHAVIOUR

END OF FIRST SEMESTER EXAMINATIONS

MAY/JUNE 2020

LECTURER: Mrs. T MUPANDUKI

DURATION: 3 HRS

INSTRUCTIONS

You are required to answer ONE question only

Each question is **50** Marks

Credit will be awarded for logical, systematic and neat presentations

1. Using the Engel and Kollatt and Blackwell Models and sufficient detail from other relevant models, show the strength and weakness of each of the models. Do these models clearly bring out the tenets of Consumer Behaviour? If so, show which one clearly brings out what Consumer Behaviour is all about. In this advent of too much waste in the neighbourhood, state what you would advise the marketer of diapers.
2. The consumer is a social creature that survives in its own environment. It takes from the environment for its sustenance and releases back to the environment its produce and ingenuity for the survival of mankind. Using the social, personal and psychological factors, illustrate clearly how this is true in the life of a normal consumer.
3. Define who a consumer is and explore the various types of consumer behaviour that a normal consumer goes through every day. The industrial consumer is also a consumer. Clearly with examples show the difference between an industrial consumer and other types of consumers.

END OF PAPER