"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

MKT 405 CONSUMER BEHAVIOUR

END OF SEMESTER EXAMINATION

April/May 2018

LECTURER: (A.M. Gumbo)

DURATION: (3 Hours)

INSTRUCTIONS

Answer ALL Questions in Section A and Choose and answer any 3 essay Questions from Section B.

Section A: Answer all questions in this section .Mark allocations per question are for your guidance.

1. Define Consumer Behaviour to show what it is all about.

2. Ilustrate the difference between a consumer and a customer.

3. Outline the consumer decision-making process using the EKB model.

4. List 3 factors influencing/motivating consumers to buyers.

5. What is meant by "Cognitive Dissonance" in Consumer Behaviour?

6. How do you reduce cognitive dissonance in a consumer decision process?

7. What is meant by "Heuristics" in Consumer Behaviour?

8. List four bases of segmenting consumer markets giving an example of each.

9. List the social behavioural sciences from which Consumer Behaviour borred its ideas

10. Explain the role of "loyalty" in consumer behaviour.

11. Define "Consumer Research" and explain briefly the differences between "field" and " desk " research giving examples of each.

12. What are the four factors that affect the search for information in Consumer Behaviour?

13. List and explain a typical process of consumer buying decisions.

14. What is meant by a "Customer-centric" organisation?

15. What are the main features of a "Societal Marketing Concept"?

16. Outline the typical consumer buying decision-making behaviours.

17. What are the two types of "needs" as discussed in Consumer Behaviour?

18. Define culture and how it may affect consumer behaviour in societies.

19. List four factors that affect consumer motivation to purchase products and services in today's markets in Africa.

SECTION B: Answer any TWO Essay questions from the following.

Each full Question is marked out of 25marks.

1. Discuss Consumer Behaviour as an academic discipline and Applied Science. How does the study of this discipline assist the marketer in applying the Marketing Concept in his/her work?

2. Market segmentation is a vital strategy to ensure a most profitable way of approaching marketing. What bases of segmentation are there and which would be more suitable In Central and Southern Africa?

3. Explain in detail the EKB Information Processing model and how it can be used to assist the marketer in his/her job.

4. Discuss some marketing strategies and Promotional approaches related to helping customers and consumers to remember your products or services in Africa.

End of paper