



**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE**

**CONSUMER BEHAVIOUR COURSE CODE: MKT 405**

**END OF SECOND SEMESTER EXAMINATIONS**

**APRIL/MAY 2019**

**LECTURER: Mrs T Mupanduki**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

Answer **ALL** the questions in Section A and any **three** from Section B

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the section.

**SECTION A**

**ANSWER ALL QUESTIONS IN THIS SECTION:**

1. With the aid of a clear diagram, briefly describe the Buying Roles in the Consumer Markets.  
Indicate the Roles that you think are the most important ones in the Industrial, Reseller, and Government Markets. **(10 marks)**
2. Explain why it is important for the Marketer to know the Needs of the Consumer. **(5 marks)**
3. Explain the following Selective Perception Concepts:
  - i. Selective Exposure
  - ii. Selective Attention
  - iii. Selective Distortion
  - iv. Selective Retention **(8 marks)**

4. Describe some of the sustainable disposable strategies that have been adopted by Companies that you know. **(2 marks)**
5. Describe some of the strategies that could be employed to uplift Low Involvement products to Higher Involvement. **(5 marks)**
6. Clearly define the following terms commonly met in Consumer Behaviour.
  - i. Sensory Adaptation
  - ii. Dissonance Reducing Buying
  - iii. Complex Buying Behaviour
  - iv. Absolute threshold
  - v. Inelastic Demand **(10marks)**

## **SECTION B**

### **ANSWER ANY THREE QUESTIONS FROM THIS SECTION**

1. With the aid of any Consumer Behaviour Model, clearly explain what Consumer Behaviour is all about.  
Why would it be imperative for marketers to understand the principles of Consumer Behaviour?  
**(20marks)**
2. Explain some of the marked differences that distinguish the industrial Market from a Consumer Market. **(20 marks)**
3. With the aid of appropriate examples, explain how culture, subculture and social factors influence consumer behaviour.  
**(20 marks)**
4. Outline the successive steps that potential buyers of paint go through in making a purchase decision. **(20marks)**

5. Specify the innate and/or acquired needs that would be useful bases for developing promotional strategies for Airbags in cars, Vitamins, Swimming pools, a Mercedes Benz, Insurance policy  
**(20 marks)**

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