



"Investing in Africa's Future"

**COLLEGE OF BUSINESS PEACE LEADERSHIP AND
GOVERNANCE**

MKT 405 CONSUMER BEHAVIOUR

END OF FIRST SEESTER EXAMINATIONS

April/May 2017

LECTURER: (A.M. Gumbo)

DURATION: (3 Hours)

INSTRUCTIONS

Answer ALL Questions in Section A and any 2 essay Questions from
Section B.

SECTION A: Answer all questions

1. Define consumer behavior. (2)
2. Illustrate the difference between a customer and consumer. (2)
3. Outline the consumer decision making process using the EKB model. (4)
4. List 3 factors influencing/motivate consumers to buy. (3)
5. What is meant by cognitive dissonance? (2)
6. How do you reduce cognitive dissonance in a consumer decision process? (2)
7. What is meant by heuristics? (1)
8. List four bases of segmenting consumer markets with an example of each. (4)
9. List the social behavioral sciences from which consumer behavior borrowed its ideas. (3)
10. Explain the role of "loyalty" in consumer behavior. (2)
11. Define what is meant by "consumer research" and explain the differences between "field" and "desk" research giving examples of each. (4)
12. What are the four factors that affect the search for information? (4)
13. List and explain a typical process of consumer buying decisions. (3)
14. What is meant by a customer- centric organization? (2)
15. What are the main features of a "societal marketing concept"? (2)
16. Outline the typical consumer buying decision- making behaviors. (4)

17. What are "needs" as discussed in Consumer Behaviour? (1)
18. Define culture and how it may affect consumer behavior in societies. (1)
19. List four factors that affect consumer motivation to purchase products and services in today's markets in Africa (4)

SECTION B: Answer TWO essay questions

1. Discuss the merits and de merits of conducting consumer research. How would you typically conduct a consumer behavior research exercise using both field and desk research? [25]
2. Market segmentation is a vital strategy to ensure most profitable way of approaching marketing. What types of segmentation are there and which would be more usable in central and southern Africa? [25]
3. Explain in detail the EKB model and how it can be used to assist the marketer in his/her job. [25]
4. Discuss contemporary issues such as culture, family influence, peer-group influence and social class and their impact on consumer buying behavior. [25]

END OF PAPER