



*“Investing in Africa’s Future”*

**COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE**

**NMKT 405: CONSUMER BEHAVIOUR**

**END OF SECOND SEMESTER EXAMINATIONS**

**MAY 2021**

**LECTURER: DR R MASENGU**

**TIME: 7 HOURS**

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### ***INSTRUCTIONS***

Answer the **ONE** question.

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

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

**QUESTION 1:**

- a) Using practical examples, outline the relevance of consumer decision making model in crafting effective marketing strategies. **{30 marks}**
- b) With the aid of practical examples discuss the importance of demographics analysis in consumer behaviour. **{20 marks}**

**QUESTION 2:**

With reference to real life examples outline the marketing implications of the following consumer behaviour theories.

- a) Classical Conditioning: Proposed by Ivan Pavlov **{25 marks}.**
- b) Operant (Instrumental) Conditioning - First studied by Edward Thorndike (1874-1949) and later extended by B. F. Skinner (1904-1990) **{25 marks}**

**QUESTION 3:**

- a) Discuss how you would carry out market segmentation using the consumer behaviour family life cycle. **{30 marks}**
- b) Discuss how use of social power by reference groups influences consumer decision making. **{20 marks}**

**END OF EXAMINATION**

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**THE END.**