



"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES AND
EDUCATION**

NHPS 309 CONSUMER PSYCHOLOGY

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2021

LECTURER MRS MADZIWA

DURATION: WITHIN 5 HOURS

INSTRUCTIONS

1. Do NOT write your name on the answer sheet.
2. Answer One question from the Three questions.
3. Begin your answer for each part of the question on a new page e.g. a), b) and c).
4. Each question is worth 100 marks.
5. Credit is given for neat, well-written and lucid work.

Question 1

- i) Examine the internal and external factors that determine the buying behavior of consumers, illustrate your answer with real examples (50 marks)
- ii) Discuss how Covid 19 changed the appreciation of services like medical aid and funeral policy by consumers by both consumers and services providers. Your answer should include the change in uptake by consumers of different income brackets (50 marks)

Question 2

- i) Examine approaches used by companies to advertise that influence buying behavior illustrate answer using 2 local and 2 international advertisements. (50 marks)
- ii) Discuss the 4 Ps of marketing stimuli in buying, your answer should be supported by practical examples (50 marks)

Question

- i) Explain how different personality (big 5) affect buying behavior. Illustrate your answer using consumable and non- consumable products. (50 marks)
- ii) In Zimbabwe there are a lot of gold panners whose spending patterns, if you are given an opportunity to empower them give a presentation of priority goods and services they should invest in. (50 marks)