



***"Investing in Africa's Future"***

**COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE**

**NMKT 405: CONSUMER BEHAVIOUR**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER 2021**

**LECTURER: DR R MASENGU**

**DURATION: 5 HOURS**

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### ***INSTRUCTIONS***

Answer the questions as indicated on the sections

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) Critically explain the relevance of the following theories to Consumer behaviour
- i) Classical theories (10 marks).
  - ii) Operant /Instrumental condition (10 marks).
- b) Describe giving practical examples how culture influence the implementation of certain marketing activities (30 marks)

### **Question 2:**

Explain the following consumer behavior concepts

- i. Reference groups (10 marks).
- ii. Motivational intensity (10 marks).
- iii. Demographic analysis (10 marks).
- iv. Demographic analysis (10 marks).
- v. Divestment (10 marks).

### **Question 3:**

- a). Explain the impact of negative product review on product perception and purchase intentions (25 marks).
- b) Explain the role of social media peer communication is shaping consumer behavior (25 marks)

**END OF EXAMINATION**

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**THE END**