



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR
MASTERS IN BUSINESS ADMINISTRATION

BMK 5201: CONSUMER BEHAVIOUR

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 3 HOURS

INSTRUCTIONS:

- Answer any **FOUR** questions.
This paper consists of Two printed pages
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QUESTION 1

- a) Discuss the following elements of perception, clearly illustrating how the concepts are applied in marketing.
- i) Sensation **(4 marks)**
 - ii) Absolute threshold **(4 marks)**
 - iii) Just noticeable difference **(4 marks)**
 - iv) Subliminal perception **(3 marks)**
- b) Expound on the psychoanalytic theory of personality and its main implications to the marketing world. **(10 marks)**

QUESTION 2

- a) Explain the concept of classical conditioning theory of learning. **(6 marks)**
- b) Discuss the **THREE** main strategic applications of classical conditioning in marketing. **(9 marks)**
- c) Three of the most basic principles of perceptual organization are figure and ground, grouping and closure. Explain each of these concepts as they are applied in advertising. **(10 marks)**

QUESTION 3

- a) Discuss the model of instrumental learning as applied in marketing. **(8 marks)**
- b) Explain **TWO** strategic applications of instrumental conditioning theory. **(4 marks)**
- c) Compare and contrast the following (schools of thought) of consumer decision making.
 - i) Economic Vs Passive view **(6 marks)**
 - ii) Cognitive Vs Emotional view **(7 marks)**

QUESTION 4

- a) With reference to the main indicators of social class; explain how marketing activities are influenced by individual social status. **(10 marks)**
- b) One of the possible reasons for the low sales for a company like Orange Ltd is consumers negative attitude towards it. How can the management of Orange Ltd change the negative attitude? **(10 marks)**
- c) Define the term consumer behaviour and highlight why marketers should learn it. **(5 marks)**

QUESTION 5

- a) Discuss the key differences between industrial marketing and consumer marketing showing how they affect the marketing strategies of a company. **(12 marks)**
- b) Explain the following concepts of demand as experienced in industrial marketing:
 - i) Joint demand **(4 marks)**
 - ii) Derived demand **(4 marks)**
 - iii) Cross-elasticity **(5 marks)**