



Technical University of Mombasa

Faculty of Applied and Health Sciences

DEPARTMENT OF PURE AND APPLIED SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN FOOD TECHNOLOGY AND QUALITY ASSURANCE

BSFQ 12S

BMK 4331: CONSUMER BEHAVIOUR & MARKETING

SPECIAL/SUPPLEMENTARY EXAMINATION

OCTOBER 2013 SERIES

2 HOURS

Instructions to candidates:

This paper consist of **FIVE** questions

Answer question **ONE** (compulsory) and any other **THREE** questions

Question ONE

- a) Discuss the FIVE main components of communication with respect to marketing

(20marks)

- b) Before a consumer decides to make a purchase, there are several steps inverted. Briefly explain the steps involved in the consumer buying process for a high involvement purchase **(10marks)**

Question TWO

- a) Define consumer behavior and identify the various perspectives for understanding the

behavior of consumers.

(10marks)

- b) Discuss FIVE major marketing applications for an understanding of consumer behavior

(10marks)

Question THREE

- a) Some of the psychological variables that affect a consumers decision making process include needs, perception, attitudes, motivation, and memory. Briefly describe how each of the variables affects the consumer's decision making process during product/service acquisition. **(10marks)**
- b) Discuss FIVE characteristics of organizational buying behavior **(10marks)**

Question FOUR

- a) Define the term segmentation and discuss FOUR essential elements of an effective market segmentation strategy. **(10marks)**
- b) Explain FIVE factors of market segmentation **(10marks)**

Question FIVE

- a) Define motivation and briefly explain the role of motives in understanding consumer behavior **(10marks)**
- b) Discuss FIVE general characteristics of consumer learning **(10marks)**