



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN FRONT OFFICE OPERATIONS II

BMK 2202: PSYCHOLOGY OF CUSTOMERS

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) Buyers are said to go through a purchase decision process. Explain how the decision process you would go through as a purchaser of a major item such as a computer would differ from that for a minor item such as an apple or a sweet. **(10 marks)**
- b) Explain the following levels of consumer involvement in purchase decision process:
i) Extensive problem solving
ii) Low involvement purchases **(10 marks)**
- c) Explain why it is necessary to conduct consumer research. Distinguish Primary and Secondary methods of consumer research. **(10 marks)**

QUESTION 2

Describe the stages in a typical buyer decision making process, summarizing some of the ways in which marketers can 'help' the consumer at each stage in the decision making process. **(20 marks)**

QUESTION 3

- a) Distinguish between internal and external information search in buyer decision making process. **(5 marks)**
- b) Explain what is meant by a compensatory buyer decision. **(5 marks)**
- c) Why is post-purchase evaluation important to:
i) The customer and
ii) The marketer **(10 marks)**

QUESTION 4

- a) Write short notes on the following:
i) Post purchase dissonance
ii) Perceptual filter **(10 marks)**
- b) A useful framework of analysis of group influence on the individual is the so called *reference group*, where an individual uses a relevant group as a standard of reference against which oneself is compared. Describe the **THREE** main types of reference groups. **(10 marks)**

QUESTION 5

- a) Define a consumer market and describe the Stimulus-response model of Consumer buyer behavior. **(14 marks)**
- b) Briefly describe **TWO** techniques applied in conducting secondary research. **(6 marks)**