



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMK 4301 CONSUMER BEHAVIOUR

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 2014

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Enumerate **FIVE** ways that consumer behavior studies can be applied. **(5 marks)**
- b) Explain **THREE** interactive systems of human personality as proposed by Sigmund Freud and how they report to consumer behavior. **(10 marks)**
- c) State and explain main features of consumer behavior as a discipline of study. **(5 marks)**
- d) Consumer behavior is a function of several motives that interact to influence ultimate buying behavior. Enumerate the driving buying motives associated with consumer behavior. **(10 marks)**

QUESTION 2

- a) State and explain the main stages consumers undergo in the process of adopting a new product. **(10 marks)**
- b) Explain how Abraham Maslow's hierarchy of needs contributes to the body of knowledge in understanding consumer buying patterns. **(10 marks)**

QUESTION 3

- a) Consumer behavior is the process individuals under-go in evaluation, acquisition and consumption of goods and services. Explain the process that consumer go through in making purchase decisions. **(12 marks)**
- b) Buying decisions mainly depend on the degree of involvement and variation among brands. Explain **FOUR** types of buying behavior on which buying behavior is categorized. **(8 marks)**

QUESTION 4

- a) Discuss how the following concepts influence consumer purchasing decisions:
- i) Culture **(2 ½ marks)**
 - ii) Attitude **(2 ½ marks)**
 - iii) Social class **(2 ½ marks)**
 - iv) Reference groups. **(2 ½ marks)**
- b) Explain how Mar Challion's economic model helps in explaining consumer behavior and criticisms levelled against it. **(10 marks)**

QUESTION 5

Write short notes on the following terms:

- a) Personality **(4 marks)**
- b) Vicarious learning. **(4 marks)**
- c) Selective distortion. **(4 marks)**
- d) Experiential learning. **(4 marks)**
- e) Conceptual learning. **(4 marks)**