

TECHNICAL UNIVERSITY



OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE/BACHELOR OF BUSINESS ADMINISTRATION

BMK 4301: CONSUMER BEHAVIOUR.

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Attempt question ONE (Compulsory) and other TWO questions.

Do not write on the question paper.

Question One

- a) 'A sound understanding of consumer behavior is important to the success of marketing progress' Explain why it is critical for marketers to appreciate the knowledge of consumer behavior (10 marks)
- b) A market segment must fulfill certain requirements in order to be useful to marketers. Explain the criteria you may employ to assess an effective market segment (5 marks)
- c) Describe the process that a marketer must follow when carrying out consumer research (10 marks)
- d) Discuss psychological concepts that account for the individual buying behavior (5 marks)

Question Two

- a) Explain the meaning of culture. Why do you believe culture is relevant to marketing decisions (10 marks)

b) Analyze the role of consumer research in modern commercial enterprises (10 marks)

Question Three

Explain the types of perceived risks that consumers face when making decision to buy a good or service. How can such risks be reduced by marketers (20 marks)

Question Four

a) Evaluate the role of social class in understanding consumer behavior (10 marks)

b) What is consumerism? Explain the goals of consumerism in Kenya. Highlight the benefits which accrue to marketers who respect basic consumer rights (10 marks)

Question Five

a) Describe the steps involved in customer adoption of new product innovation (10 marks)

b) The first step in consumer decision making process is problem recognition. Explain situations which may lead to problem recognition (10 marks)