

**TECHNICAL UNIVERSITY OF MOMBASA**  
**FACULTY OF PURE AND APPLIED SCIENCES**  
**DEPARTMENT OF APPLIED SCIENCE**  
**BACHELORS OF SCIENCE, FOOD TECHNOLOGY AND QUALITY ASSURANCE**  
**END OF SEMESTER EXAMINATION**  
**SEPTEMBER – DECEMBER 2016**  
**BMK 4301: CONSUMER BEHAVIOR**  
**PAPER A**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS.**

**TIME: TWO HOURS**

**QUESTION ONE (COMPULSORY)**

- a) The consumers go through various stages before making any purchase decision, Explain (10 marks)
- b) By use of a diagram explain the model of consumer behavior (10 marks)
- c) Explain the following terms as used in consumer behavior (10 marks)
- i. Cognitive dissonance theory
  - ii. Perception
  - iii. Attitude
  - iv. Motivation

**QUESTION TWO**

- a) Explain **FIVE** factors that a consumer considers when selecting a product before purchasing it. (10 marks)
- b) Consumer behavior information is important to marketers and organizational managers, explain how marketers can use information about consumer behavior (10 marks)

**QUESTION THREE**

- a) Consumer behavior is a multi-disciplinary subject that borrows from several other sciences. Explain how consumer behavior is affected or affects the following behavioral sciences:
- i. Psychology
  - ii. Economics

- iii. Sociology
- iv. Political science (10 marks)
  - b) Explain the perception process with use of a diagram. (10 marks)

#### **QUESTION FOUR**

- a) Explain the Maslow's hierarchy needs theory and how it affects consumer behavior (15 marks)
- b) State and explain **FIVE** participants in the buying process (5 marks)

#### **QUESTION FIVE**

- a) Explain the different buying behaviors that consumers portray in the buying process (10 marks)
- b) Explain the different sources of data that a marketer can get information about consumer behavior from (10 marks)