



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

**BACHELOR OF BUSINESS ADMINISTRATION & BACHELOR OF
COMMERCE**

BMK 4301: CONSUMER BEHAVIOUR

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 21 Oct 2016

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 any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Identify the cultural elements and discuss how they influence marketing activities in Mombasa County (12mks)
- b) One of the external sources of influence on buyer behaviour is family influence. Discuss how the Supermarkets in Kenya contribute this influence as the parents visit these supermarkets with their children for shopping (12mks)
- c) Why is knowledge on social classes important to marketers? (6mks)

Question TWO

- a) Human beings pay attention to fewer images than they are exposed to. Discuss how advertisers deal with this challenge (12mks).
- b) Explain how the knowledge of family life cycle apply in marketing (8mks)

Question THREE

- a) Discuss the tri-component attitude model explaining how it applied in consumer behaviour (12mks)
- b) State and explain the factors that tend to distort the perception during communication process (8mks)

Question FOUR

- a) Identify four Kenyan celebrities and explain how marketers have used them (12)
- b) How do marketers apply Pavlov Theory of Classical Conditioning (8mks)?

Question FIVE

- a) Define the term innovation (2mks)
- b) Discuss the diffusion of innovation identifying the attributes that determines the diffusion (10mks)
- c) Identify and explain different types of buying behaviour (8mks)