

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

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

TIME: TWO HOURS

QUESTION ONE (COMPULSORY)

- a) Define consumer behavior and explain the applications of consumer behavior (10 marks)
- b) Explain learning as used in consumer behavior and one theory of learning (10 marks)
- c) Explain any demographic characteristics that can affect the behavior of a consumer (10 marks)

QUESTION TWO

- a) Differentiate between perception and attitude (10 marks)
- b) Explain the factors that a marketer needs to consider when setting the price of a product so as to influence the behavior of consumers towards the purchase of that product more. (10 marks)

QUESTION THREE

- a) Consumer behavior is the behavior/characteristics exhibited by people in buying, purchasing and using economic goods and services. Explain the various factors that influence consumer behavior. (10 marks)
- b) Consumer behavior is a challenging process to understand, however marketers face many more challenges, explain any FIVE of the challenges faced by marketers (10 marks)

QUESTION FOUR

Discuss the following terms

- i. Variety seeking buying behavior
 - ii. Habitual buying behavior
 - iii. Complex buying behavior
 - iv. Dissonance reducing buying behavior
- (20 marks)

QUESTION FIVE

- a) Abraham Maslow formulated a widely accepted theory of motivation. State and explain the five basic levels of human needs ranking them in order of importance. (10 marks)

- b) Explain FIVE product characteristics that can influence the behavior of consumers towards its purchase (10 marks)