

TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
DEPARTMENT OF ACCOUNTING AND FINANCE
BBA & BCOM
Y3S2
BMK 4301: CONSUMER BEHAVIOR
END OF SEMESTER EXAM
MAY 2016 SERIES

QUESTION ONE: COMPULSORY 30 Marks

- a). Some products can be sold by an appeal to reference groups, and some cannot. Identify and explain Four situations that an individual can use others as points of reference in coming up with a purchase decision. (10 marks)
- b).Howard and Sheth suggested and viewed consumer buying as a problem solving activity. Outline the Three classes of buying situations (10 marks)
- c). Social class differences are important to marketers. In what way does social class affect the marketing effort of marketers? (10 marks)

Attempt any TWO questions

QUESTION TWO

- a). Explain Three sources of information that are available to a consumer. (10 marks)
- b). Discuss two theories of conditional learning that help marketers to influence consumer behavior (10 marks)

QUESTION THREE

- a). Describe cognitive dissonance as understood in consumer behavior (10 marks)
- b). Explain how marketers could create favorable consumers' attitude towards a product. (10 marks)

QUESTION FOUR

- a). With a well labelled diagram, discuss Maslow's hierarchy of needs, showing how marketers can use it (10 marks)

b). Our perception of an object and product or event is the result of an interaction of stimuli. Outline two types of factors that result into our perception. (10 marks)

QUESTION FIVE

a). Outline how family roles influence consumer decision making (12 marks)

b). Explain the importance for marketers to analyze consumer behavior (8 marks)