



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

Select department

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN FRONT OFFICE OPERATIONS
BHT 2244: PSYCHOLOGY OF CUSTOMERS
END OF SEMESTER EXAMINATION

SERIES:DECEMBER2016

TIME:2HOURS

DATE:Pick DateDec2016

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) Read the scenario below and answer the question that follows.

Chris is on his 30-minute lunch break from his job as a cashier at a convenience store. He started his shift at 7:00 AM this morning and it is now 11:00 AM and he is hungry. He has to be back at his post by 11:30 AM. He checks his wallet and has \$5.34 to spend on lunch. He could use his employee discount and purchase lunch from the store, but he knows if he stays at the store the person who is monitoring the cash register while he is gone will continue to ask him questions which will cut into his break time. There is a Taco Bell and Burger King within walking distance of his store. He remembers seeing a television advertisement for 69-cent tacos at Taco Bell and \$1.00 hamburgers at Burger King. Both of these options seem like good choices to him as his stomach continues to rumble. He chooses Taco Bell because it is on the right hand side of the road so he will not have to waste valuable time crossing the busy intersection to get across the

street to Burger King. He also remembers his co-worker raving about the new fire-roasted hot sauce Taco Bell is now offering and he decides he wants to try it. Chris purchases two tacos and a drink from Taco Bell and eats his lunch. He is satisfied with his choice and thinks he might come back tomorrow to try the \$99 cent bean burritos. When he is finished, he throws away the trash in the Taco Bell receptacle and returns to his job.

Required:

Identify the factors that affected Chris's buying decision (12 marks)

b) Explain why the following are important to a marketer:

(i) Consumer research (3 marks)

(ii) Consumer post-purchase cognitive dissonance (3 marks)

c) Briefly describe the different factors that impact consumer buyer behavior. (12 marks)

Question TWO

a) Attitudes can be formed but can also be changed. Explain five ways that marketers use to change consumer attitudes in favour of themselves and their products. (10 marks)

b) Explain what is meant by consumer motivational conflict. Describe the major motivational conflicts that may arise. (10 marks)

Question THREE

a) Explain the relationship between sensation and perception. (8 marks)

b) Describe selective perception, selective exposure and selective attention as they relate to consumer perception. (12 marks)

Question FOUR

- a) Explain the classical conditioning and instrumental conditioning consumer learning theories. (10 marks)
- b) Describe Maslow's hierarchy of needs theory. How does it explain consumer buying behavior. (10 marks)

Question FIVE

- a) "The marketing battle is fought in the customers mind". Using the concept of product positioning explain this statement. (10 marks)
- b) What is meant by consumer perceived risk? Outline the different ways consumers deal with such perceived risk. (10 marks)