



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN FRONT OFFICE OPERATIONS

BHT 2244 PSYCHOLOGY OF CUSTOMERS

Type unit code: Type unit name.

END OF SEMESTER EXAMINATION

SERIES:AUGUST₂₀₁₉

TIME: 2HOURS

DATE: Pick DateAug₂₀₁₉

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) i) State Ivan Pavlov's conditional learning theory (5 marks)
- ii) How can this theory explain consumer learning (5 marks)
- a) Describe the types of consumer perceived risks(10 marks)
- b) Highlight the factors influencing consumer behavior(10 marks)

Question TWO

- a) Write short notes on the following:

- i. Behavioral learning theories (5 marks)
- ii. Cognitive learning theories (5 marks)
- b) i) Differentiate between consumer perception and sensation (5 marks)
- ii) Describe the Trait theory of consumer Personality? (5 marks)

Question THREE

- a) Discuss the tri-component model underlying consumer attitude formation(10 marks)
- b) Describe the consumer decision process for a complex purchase(10 marks)

Question FOUR

- a) Describe the three components of the input-output model of consumer behavior. Illustrate your answer with a diagram (10 marks)
- b) Discuss the components of the consumer perceptual process(10 marks)

Question FIVE

- a) Explain the following elements of consumer perception:
 - i) Perceptual selection(5 marks)
 - ii) Perceptual interpretation(5 marks)
- a) Define the psychological determinants that influence consumption behavior. (10 marks)