



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

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) Briefly describe the stimulus-response model of consumer behavior. (10 marks)
- b) Define the following terms as they apply in consumer behavior:
 - (i) Consumer behavior.(2 marks)
 - (ii) Cognitive dissonance(3 marks)
 - (iii) Consumer learning(3 marks)
 - (iv) Social class. (2 marks)
- c) Demonstrate how the marketing mix variables influence buying decisions (8 marks)

Question TWO

- a) Attitudes can be formed but can also be changed. Explain five ways that marketers use to change consumer attitudes in favor of themselves and their products.
- b) i) State Maslow's hierarchy of needs theory
 - ii) How does the theory explain the motivation behavior of buyers (10 marks)

Question THREE

- a) Explain personality, personality trait and personality type (10 marks)
- b) Describe the two main approaches to the study of learning (10 marks)

Question FOUR

- a) Define the following personality concepts:
 - i. Brand Personality (3 marks)
 - ii. Single or multiple selves (3 marks)
 - iii. Self-concept (4 marks)
- b) Discuss the components of consumer perceptual process (10 marks)

Question FIVE

- a) What functions do attitudes serve for consumers? (10 marks)
- b) Discuss the five factors that influence the amount of search performed by consumers in a typical decision making process (10 marks)