



# TECHNICAL UNIVERSITY OF MOMBASA

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## SCHOOL OF BUSINESS

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### UNIVERSITY EXAMINATION FOR:

#### BACHELOR OF BUSINESS ADMINISTRATION & BACHELOR OF COMMERCE

#### BMK 4301: CONSUMER BEHAVIOUR

#### END OF SEMESTER EXAMINATION

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**DATE: 27 Jul 2019**

#### **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.**

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#### **Question ONE**

- a) The Sheth Model of industrial buyer behaviour is one of the frameworks available to offer an explanation of how organizations make buying decisions. Describe the Sheth Model (12 mks)
- b) One of the external sources of influence on buyer behaviour is family influence. Discuss how the Supermarkets in Kenya contribute this influence as the parents visit these supermarkets with their children for shopping (8mks)
- c) Discuss the concept of cognitive dissonance (10mks)

#### **Question TWO**

- a) Write short notes on the following
  - i) Stimulus generalization (4mks)
  - ii) Stimulus discrimination (4mks)
  - iii) Absolute threshold (3mks)
- b) Discuss the concept of buying situations in the context of organizational buying behaviour (9mks)

### **Question THREE**

- a) Identify and explain different types of buying behaviour (6mks)
- b) State and explain factors that distort the interpretation of the perceived message (14 mks)

### **Question FOUR**

- a) Discuss the Freudian theory of personality (12 mks)
- b) What is the importance of studying consumer behaviour to a marketer (8 mks)?

### **Question FIVE**

- a) Identify and the levels of human needs according to Abraham Maslow giving examples that are relevant to marketing (12 mks)
- b) Information search is one of the phases of the buying decision process. Identify and explain the sources of information (8 mks)