



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question One

- Webster and Wind Model provides a comprehensive and integrated picture of the major factors that combine to explain the organizational buying behaviour. Discuss the factors in this framework that explains the organizational buying behaviour (10mks)
- Identify the cultural elements and discuss how they influence marketing activities in Muslims dominated Counties (12mks)
- State and explain the factors that tend to distort the perception during communication process (8mks)

Question Two

- How do marketers apply Pavlov Theory of Classical Conditioning (8mks)
- Identify four Kenyan celebrities and explain how marketers have used them (12mks)

Question Three

- a) Explain how the knowledge of family life cycle apply in marketing (14mks)
- b) Discuss the tri-component attitude model explaining how it applied in consumer behaviour (6mks)

Question Four

- a) The consumer adoption process implies that an individual's decision to accept or reject an innovation is not an instantaneous one. Discuss the five stages through which consumers pass through (10mks)
- b) Describe the stages in a simple purchase model (10 mks)

Question Five

- a) Define the term innovation (2mks)
- b) Discuss the attributes that determines the rate of adoption of an innovation (10mks)
- c) Why is the knowledge of social class important to marketers (8mks)