



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

MASTER OF BUSINESS ADMINISTRATION

BMK 5201: CONSUMER BEHAVIOUR

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 3 HOURS

DATE: Jul 2025

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

Case Study: Impulse Buying in E-Commerce (40 Marks)

Case Overview:

ShopEase, a leading e-commerce platform, has observed a surge in impulse purchases, particularly for fashion and electronics. Their analytics show that customers frequently add items to their cart due to flash sales, influencer recommendations, and personalized product suggestions. However, they also experience **high cart abandonment rates**.

Questions

- Identify and explain three key psychological triggers that drive impulse buying in online shopping. (20 marks)
- What strategies should ShopEase implement to convert impulse intent into final purchases and minimize cart abandonment? Support your answer with consumer behavior concepts. (20 marks)

Question TWO

- a) Explain the impact of learning on consumer behavior. (10 marks)
- b) Describe how do attitudes shape consumer behavior. (10 marks)

Question THREE

- a) Discuss the significance of emotions in consumer behavior. (10 marks)
- b) Analyze how the perception of risk affects consumer decision-making. (10 marks)

Question FOUR:

- a) “Lifestyle and personality impact consumer decision-making”. Discuss. (10 marks)
- b) Discuss the impact of self-concept and social identity on consumer behavior. (10 marks)

Question Five

- a) Elaborate on the role reference group influence plays in consumer behavior. (10 marks)
- b) Explain how cultural subgroups shape consumer behavior. (10 marks)