



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: December 2024

TIME: 2HOURS

DATE: Dec2024

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 (Compulsory)

- a) The family life cycle concept considers four factors surrounding family life that influence buyer behaviour. Describe how each of these factors apply in marketing. (8 marks)
- b) According to Kibera and Waruingi, the buying decision model has six stages. Describe these stages. (12 marks)
- c) Webster and Wind's Model provides a comprehensive and integrated picture of the major factors that combine to explain organizational buying behaviour. Discuss the factors in this framework that explain the organizational buying behavior. (10 marks)

Question TWO

- a) Selectivity of perception is one of the challenges companies face when advertising for their products. Demonstrate the strategies companies use in mitigating these challenges. (12 marks)

b) Describe the key decisions in designing persuasive communication. (8 marks)

Question THREE

a) Psychologists have demonstrated that attitudes consist of three components. Evaluate how each of the components has been applied in consumer behaviour. (12 marks)

b) Describe the factors that may cause perceptual distortion. (8 marks)

Question FOUR

a) Maslow's hierarchy of needs theory is a very important tool. Evaluate its application in marketing. (10 marks)

b) Diffusion researchers have identified five product characteristics that seem to influence consumer acceptance of new products. Discuss these product characteristics. (10 marks)

Question FIVE

a) Culture can be described as consisting of various elements. Describe these elements. (12 marks)

b) Explain how classical conditioning theory applies in marketing. (8 marks)