



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM3213: CONSUMER BEHAVIOUR

MONDAY, MARCH 26, 2012

1800HRS – 2100HRS

INSTRUCTIONS

- This Exam Script has **FIVE (5)** questions.
- Answer question **ONE** and any other **THREE** question of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

BUM: 3213CONSUMER BEHAVIOUR

- Instructions-Answer question one and any other three questions

QUESTION ONE

- a) Discuss, with clear and elaborate examples, why firms need to understand the behavior of consumers (15mks)
- b) Explain, with clear examples, the eight distinct consumer related roles that family members play in the consumer decision making process (10mks)
- c) Explain the stages in the consumer adoption process (5mks)

QUESTION TWO

A former student of PAC has been invited for an interview at Unilever and one of the questions he is likely to be asked is to discuss the bases for segmenting the unilever market. Using relevant examples, Provide a clear marking scheme for the student (20 mks).

QUESTION THREE

- a) Explain the meaning of communication clearly highlighting the components of the communication process (10mks)
- b) A newly appointed marketing manager at PAC has little understanding of the key decisions in designing persuasive communication. Advise him (10mks)

QUESTION FOUR

- a) In the recent past University X has been faced with low student enrolments which have negatively impacted on her revenue inflows. Research need to be undertaken to establish why this is the case. Discuss, with clear examples, the steps in such research process (10mks)
- b) Investing in consumer research is a waste of time and resources. Discuss (10mks)

QUESTION FIVE

Discuss how marketers could utilize Maslow's hierarchy of needs to increase their sales efforts (20mks)