



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF BUSINESS LEADERSHIP

END TERM EXAMINATION-ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUM3213

COURSE TITLE: CONSUMER BEHAVIOR

Time: 17:30HRS-20:30HRS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer **Five** questions out of the **Six** Provided
- **Question ONE is Compulsory**
- Write your student number on the answer sheet provided

QUESTION ONE

Joy and Martin are Consumer Behavior students at Upendo University. They are arguing about whether or not Consumer Research is necessary to solve all the problems facing business organizations. Joy is strongly for the idea that Consumer Research is not always necessary while Martin feels business organizations cannot run successfully without consumer research.

Required; Explain,

- a. i. **Four** reasons in support Joy's opinion (8mks)
- ii. **Four** reasons for Martin's stand (8mks)
- b. Citing relevant examples, discuss **Two** types of consumer buying behavior (4mks)
- c. Describe **Four** classifications of motives according to McGuire (8mks)
- d. Explain **four** features of consumer attitudes (8mks)
- e. Explain two reasons why measuring brand personality in service and product Industry is very important for a marketer (4mks)

QUESTION TWO

- a. Define
 - i. Consumer behavior (2mks)
 - ii. Consumer involvement (1mks)
- b. Citing relevant examples, discuss the stages involved in setting a market strategy (8mks)
- c. Explain how the acquired consumer behavior skills are helpful to you as a marketer? (4mks)

QUESTION THREE

- a. Define the term Brand personality (2mks)
- b. You are asked to give a presentation on the steps involved in developing an effective communication. Explain your answer (10mks)
- c. Highlight **three** ways showing how consumers handle perceived risk (3mks)

QUESTION FOUR

- a. Discuss the consumer process (10mks)
- b. Mention **Five** types of Reference groups (5mks)

QUESTION FIVE

- a. Define motivation (2mks)
- b. Citing examples discuss **Three** strategies marketers can use for attitude change in consumers (6mks)
- c. With relevant examples explain **Three** levels of Consumer involvement (6mks)
- d. Highlight **two** types of consumers (1mk)

QUESTION SIX

- a. Discuss the importance of attitude research for a marketer (10mks)
- b. Highlight **three** key things marketers must teach consumers (3mks)
- c. Mention **Two** techniques for measuring personality (2mks)