



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM3213: CONSUMER BEHAVIOUR

MONDAY, MARCH 29, 2010

8:00 A.M – 11.00 AM

INSTRUCTIONS

- This Exam Script has **TWO (2)** Sections.
- Answer questions according to the instruction given at the beginning of each section.
- Write your **student number** on the Answer Booklet provided.
- Read all questions carefully before attempting.

PAN AFRICA CHRISTIAN UNIVERSITY
BUM3213 Consumer Behaviour

Final Exam
(3hrs)

PART A: Answer all questions. In questions 1 – 5 state either True (T) or False (F). Questions 6 – 10 choose the correct answer from the multiple choices. All questions in this part have 1 Mark.

- 1) High involvement purchase behaviour is associated with the right side of the brain.
True ☐
False ☐
- 2) Consumers attention is increased when frequency of ads is increased.
True ☐
False ☐
- 3) Childhood is not part of the family life cycle.
True ☐
False ☐
- 4) Goals lead to needs.
True ☐
False ☐
- 5) Learning of a new culture is known as enculturation.
True ☐
False ☐
- 6) VALS is a system used for?
 - a) Measuring consumer attitudes
 - b) Determining consumers postpurchase behaviour
 - c) Market segmentation
 - d) None of the above
- 7) Perceptual interpretation of stimuli is affected by all of the following except one. Identify which one.
 - a) **Selective attention**; where consumers select the type of commercial stimuli they want to pay attention to.
 - b) **First impression**; where consumers tend to have lasting memory of their experience with a brand.
 - c) **Stereotypes**; where consumers bear mental images of pre-conceived meanings attached to stimuli.
 - d) **Halo effect**; where consumers interpret various stimuli based on a single or few dimensions.

- 8) Consumers inclined to Television adverts;
- a) Are generally in the lower social class and understand images better than words
 - b) Spend most of their time watching TV
 - c) Are known to be more critical in evaluating information
 - d) Do not really bother with a lot of details and tend to be visualizers
- 9) The following phrases are synonymous with the marketing concept. Which one is not?
- a) Consumer research
 - b) Market targeting
 - c) Superior products
 - d) Customer loyalty
- 10) It is the source of strong inborn drives and urges.
- a) Super ego
 - b) Super id
 - c) Id
 - d) Ego

Part B: Answer Question 1 and any other three. All questions contain 15 marks.

Question 1

Reflect on Maslows hierarchy of needs and show how marketers develop marketing strategies that match the model. (15Marks)

Question 2

What is postpurchase dissonance and how do consumers reduce postpurchase dissonance? (5 Marks)

Using an example, show how marketers utilize information to change consumer attitudes. (10 Marks)

Question 3

- a) Differentiate between Absolute threshold and Differential Threshold (5 Marks)
- b) Using a suitable example, explain how marketers apply the j.n.d. concept. (10 Marks)

Question 4

Discuss stages of family lifecycle and how marketers use them to design marketing strategies. (15Marks)

Question 5

You are a brand manager for "Chama Bora Loans", a product by Equity Bank targeting women who participate in group savings popularly known as "Chamas". Making necessary assumptions, you are required to write an essay clearly outlining how you would go about creating brand equity and brand loyalty for Chama Bora Loan product. (15 Marks)

Question 6

Explain in detail the evolvement of the marketing concept from a historical point of view to the present day, its importance and how the marketing concept relates to consumer behaviour. (15 Marks)