



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

CMK301/BUM3213: CONSUMER BEHAVIOUR

FRIDAY MARCH 27TH, 2015

1800HRS – 2100HRS

INSTRUCTIONS

- This exam paper has **Six(6)** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.
- Use a new page for every question attempted and indicate the question number on the space provided on each page of the answer sheet.

QUESTION 1**(20 Marks)**

- (a) Define the term Consumer behaviour. **(4 Marks)**
- (b) Explain the TWO types of consumers' entity. **(4 Marks)**
- (c) Explain the following terms used in consumer behaviour. **(6 Marks)**
- i. Customer Value
 - ii. Customer Satisfaction
 - iii. Customer Retention
- (d) Explain any THREE sources of consumer information. **(6 Marks)**

QUESTION 2**(20 Marks)**

- (a) Differentiate between a need and a motive as a source of influence on consumer behaviour. **(4 Marks)**
- (b) Explain the FIVE stages of consumer buying process. **(10 Marks)**
- (c) Explain THREE factors influencing culture. **(6 Marks)**

QUESTION 3**(20 Marks)**

- (a) Explain the term reference group and any THREE types of such groups as used in influencing consumer behaviour. **(6 Marks)**
- (b) Explain the elements in communication process influencing consumer behaviour. **(8 Marks)**
- (c) You are a new marketing manager for a firm that produces a line of athletic shoes to be targeted to the university student culture. List some product attributes that might appeal to this subculture. **(6 Marks)**

QUESTION 4**(20 Mark)**

- (a) Marketers who understand consumer behaviour have a great competitive advantage in the market place. Using FOUR suitable examples, explain how marketers benefit from understanding consumer behaviour. **(8 Marks)**
- (b) Discuss the influence of personal characteristics in determining consumer behaviour. **(6 Marks)**

- (c) Using THREE relevant examples, discuss how celebrities appeal are used by marketers today **(6 Marks)**

QUESTION 5**(20 Marks)**

- (a) Define opinion leadership and the motivation behind opinion leadership.

(8 Marks)

(b) Explain the THREE ways in which consumers form attitudes that influence their behaviour. **(6 Marks)**

(c) The degree of influence a reference group exerts on a consumer's actions depend on several factors. Explain such THREE factors. **(6 Marks)**

QUESTION 6 ***(20 Marks)***

(a) Explain the THREE elements of consumer attitudes that influence consumer behaviour. **(6 Marks)**

(b) Differentiate between the following social groups that influence consumer purchasing behaviour.

i. Primary and Secondary groups **(4 Marks)**

ii. Formal and Informal groups **(4 Marks)**

(c) Using examples, explain what is meant by a consumer's cognitive dissonance. **(6 Marks)**

End of Exam