



**PAN AFRICA CHRISTIAN UNIVERSITY**

**END OF TERM EXAMINATION**

**BUM3213: CONSUMER BEHAVIOUR**

**WEDNESDAY APRIL 2<sup>ND</sup>, 2014**

**1800HRS – 2100HRS**

**INSTRUCTIONS**

- This Exam Script has **SEVEN (7) questions**.
- Answer **ANY FIVE** questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

**Answer five questions only.**

**QUESTION ONE.**

- a) *Differentiate between Customers and Consumers and explain any two types of consumers.* **(4marks)**
- b) *Define Consumer Behavior and identify the various perspectives for understanding Behavior of Consumers.* **(4marks)**
- c) *What are the major marketing applications of an understanding of Consumer behavior?* **(12marks)**

**QUESTION TWO**

- a) *Define Motivation and Identify any four of McGuire's Psychological Motives.* **(8marks)**
- b) *A variety of mechanisms can trigger the arousal of motives and energize consumers, explain.* **(8marks)**
- c) *Explain the role of motives in understanding consumer Behavior* **(4marks)**

**QUESTION THREE**

- a) *Define self concept and explain any four ways in which it can be developed.* **(10 marks)**
- b) *Define perception and explain the basic elements of the concept of perception.* **(10marks)**

**QUESTION FOUR**

- a) *What is consumer learning? Briefly explain any four types of learned behavior.* **(10marks)**
- b) *Discuss the various general characteristics of Consumer learning.* **(10marks)**

### QUESTION FIVE

- a) *Identify and explain the major sources of attitude development.* (12marks)
- b) *What are the major characteristics of attitude?* (8marks)

### QUESTION SIX

- a) *What is a group? Enumerate the ideal properties of a group.* (11 marks)
- b) *Consumer's conformity can be shaped by three different types of reference group influences. Explain this statement.* (9marks)

### QUESTION SEVEN

- a) *Consumer social class is a function of many factors. Identify and explains any five major determinants of social class.* (10 marks)
- b) *Identify and explain any three consumer social classes.* (7marks)
- c) *How can Consumer Social class be measured?* (3marks)