



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP**

BACHELOR OF COMMERCE

JANUARY-APRIL 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUM3213

COURSE TITLE: Consumer Behaviour

EXAM DATE: SATURDAY 8th APRIL 2017-WEDNESDAY 12th APRIL 2017

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer ANY **FOUR** questions

QUESTION ONE

- a) Define consumer behavior (2mks)
- b) You are planning to buy a smart phone in the next one month. Explain the process you will undergo until you have the phone in your pocket (10mks)
- c) Identify three elements of the learning theories (3mks)

QUESTION TWO

- a) Martin works for Safi Company and he informed you that they were carrying out a marketing research. Explain four the possible reasons for the exercise (8mks)
- b) Give two reasons explaining why as a marketer should carry out an attitude research (4mks)
- c) State three types of family decisions (3mks)

QUESTION THREE

- a) Define Brand personality (2mks)
- b) Citing relevant examples describe four levels of Consumer involvement (8mks)
- c) State two types of consumers (2mks)
- d) As a marketer, identify three key things you must teach consumers (3mks)

QUESTION FOUR

- a. State three ways showing how consumers handle perceived risk (3mks)
- b. Citing relevant examples, explain Three dimensions of Brand personality (6mks)
- c. Describe four ways in which a product influences consumer involvement (6mks)

QUESTION FIVE

- a) Explain five different roles played by different family members in the decision making process on products and services (10mks)
- b) State three factors that affect the behavior of a consumer (3mks)
- c) Identify two types of reference groups in consumer behavior (2mks)

QUESTION SIX

- a) Susan is a marketer with Uzuri Company. Discuss the steps she would use in developing an effective and integrated communication program for the organization (10mks)
- b) Explain how the consumer behavior skills you have acquired will help you as a marketer in the market place (5mks)

End of exam