



KIBABII UNIVERSITY COLLEGE

(A Constituent College of Masinde Muliro University of Science Technology)

P.O. Box 1699-50200 Bungoma, Kenya

Tel. 020-2028660/0708-085934/0734-831729

DEPARTMENT OF BUSINESS MANAGEMENT AND ECONOMICS

UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

3RD YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM

COURSE TITLE: CONSUMER BEHAVIOUR

DATE: 23RD APRIL, 2014

TIME: 2:00P.M.- 5:00P.M.

INSTRUCTIONS TO CANDIDATES:

- Answer question ONE(COMPULSORY) and any other THREE

SECTION ONE: (COMPULSORY)

1. (a) Explain the stages in the adoption process. (5mks)
- (b) Highlight key members of buying center or decision making unit in buying organization and explain the specific importance each plays. (5mks)
- (c) Highlight the importance of studying consumer behavior in the current economic situation in Kenya. (5mks)
- (d) Describe the consumer buying decision process emphasizing the activities that take place in each stage. (5mks)
- (e) Explain five functions attitudes plays in marketing . (5mks)

SECTION TWO: ANSWER THREE QUESTIONS (45MARKS)

2. (a) Discuss the factor affecting consumer behavior and how markers can minimize this factors. (6mks)
- (b) Explain the strategies for reducing perception distortion that marketers can adopt. (4mks)
- (c) Discuss gestalt view to perception and its implication in designing marketing strategies. (5mks)
3. (a) Discuss the role of motivation in designing marketing strategies as illustrated by Abraham Maslow need theory. (8mks)
- (b) “The basic concepts of marketing in terms of exchange process between consumer behavior and organization behavior remain the same for both.” However there are diverse differences between the two, discuss. (7mks)
4. (a) Discuss the implication of personality theory to consumer behavior. (10mks)
- (b) Describe the basic concept of learning for effective marketing. (5mks)
5. (a) Describe the business buying process/procurement process emphasizing on the main activities in each phase. (10mks)
- (b) Why is group behavior important in marketing? (5mks)