



UNIVERSITY REGULAR EXAMINATIONS

2014/2015 ACADEMIC YEAR

3RD YEAR 1ST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 311

COURSE TITLE: CONSUMER BEHAVIOUR

DATE: 15TH JANUARY 2015

TIME: 11.30

INSTRUCTIONS TO CANDIDATES:

- Answer question one and any other four questions from section B

SECTION A (30 MARKS) COMPULSORY

QUESTION ONE

- a) Explain what is meant by consumer behaviour and name the factors that influence consumer buyer behaviour (5 marks)
- b) Highlight the main applications of consumer behaviour (5 marks)
- c) Name and explain five types of customer needs (5 marks)
- d) Discuss the conditions under which consumer involvement tends to be greater (5 marks)
- e) What is attitude and what are its distinguishing characteristics (5 marks)

SECTION B (40 MARKS) Answer any four questions

QUESTION TWO

Explain the stages of the buying decision process (10 marks)

QUESTION THREE

Define consumer learning and highlight basic elements that contribute to an understanding of learning (10 marks)

QUESTION FOUR

Discuss the various selective factors that positively influence conformity in consumers (10 marks)

QUESTION FIVE

Give and explain the various major steps in consumer research process (10 marks)

QUESTION SIX

Discuss the major bases for segmenting consumer and business markets (10 marks)