



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS.
BACHELORS OF COMMERCE**

**COURSE CODE: BCM 3134-1
COURSE TITLE: CONSUMER BEHAVIOUR**

DATE :5/12/2023

TIME : 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answers question one and any other THREE.

QUESTION ONE

- a) Discuss the elements of the MACRO approach to studying consumer behavior **(5marks)**
- b) Write short notes on the following:
- i. Market segmentation **(5 Marks)**
 - ii. Market targeting **(5 Marks)**
 - iii. Market positioning **(5 Marks)**

QUESTION TWO

- a) Why is the study of consumer behavior important for a marketer? **(5 Marks)**
- c) Describe the relevance of Maslow hierarchy of needs. **(5 Marks)**

QUESTION THREE

- a) Identify THREE groups of buyers and explain the influence they can have on consumer purchasing behavior. **(5Marks)**
- b) Write short notes on the following. **(5Marks)**
- i. Adoption process
 - ii. Adopter Categories

QUESTION FOUR

- a) Explain what you understand by the term 'market segmentation' **(5Marks)**
- b) Discuss the factors that could influence relationships between consumer attitudes and consumer behavior. **(7Marks)**

QUESTION FIVE

- a) Discuss the stages of the adoption process and outline the factors that can influence the rate of adoption. **(5Marks)**
- b) Discuss the main internal and external influences that could affect organizational decisions. **(5Marks)**

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