MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT

BACHELOR OF HOTELS AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 2205
COURSE TITLE: CONSUMER BEHAVIOUR

DATE: 4ᵀᴴ DECEMBER, 2018   **TIME: 0830 – 1030 HRS**

INSTRUCTIONS TO CANDIDATES
Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

This paper consists of 3 printed pages. Please turn over

SECTION A- 25 MARKS

QUESTION ONE
    a.) Explain the term consumer behavior   **(3 Marks)**

    b.) Using examples describe the term consumer involvement   **(4 Marks)**

    c.) Explain **FOUR** broad categories of groups that influence consumer behavior   **(4 Marks)**

    d.) Explain **TWO** classifications of buying motives   **(4 Marks)**

    e.) Discuss the models of consumer involvement   **(4 Marks)**

    f.) Explain **THREE** ways in which culture can be learnt   **(6 Marks)**

SECTION B- 45 MARKS

QUESTION TWO:
    a.) Discuss **FOUR** types of culture that affect consumer behavior and give examples of how they can affect hospitality products   **(4 Marks)**

    b.) Explain **FOUR** factors that influence change in culture   **(4 Marks)**

    c.) Explain **SEVEN** characteristics of culture   **(7 Marks)**

QUESTION THREE:
    a.) Explain the **THREE** specific levels of consumer decision making   **(6 Marks)**

    b.) Using a well elaborated diagram explain the steps in a consumer's decision making process   **(9 Marks)**

QUESTION FOUR:
    a.) Elaborate consumerism   **(3 Marks)**

    b.) Explain characteristics of social classes and their impacts on consumers buying process   **(6 Marks)**

    c.) Explain the **THREE** common social classes found in any society   **(6 Marks)**

QUESTION FIVE:
    a.) Elaborate **THREE** differences between marketing research and market research   **(3 Marks)**

    b.) Explain the **FOUR P'S** as used in the marketing mix   **(4 Marks)**

    c.) Explain how market segmentation and product positioning can be used by hospitality operations   **(8 Marks)**

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