



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY
EXAMINATIONS
2018/2019 ACADEMIC YEAR
*SUPPLEMENTARY/SPECIAL
EXAMINATIONS***

**SCHOOL OF BUSINESS & CONOMICS
BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBM 331

COURSE TITLE: CONSUMER BEHAVIOUR

DATE: APRIL 2019

TIME:

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **THREE** questions
2. Do not write on the question paper

This paper consists of 5 printed pages. Please turn over.

Question 1:

a) Define the following terms

i) Personal Consumer **(1 mark)**

ii) Organizational consumer **(1 mark)**

iii) Consumerism **(1 mark)**

iv) *Deception of consumers* **(1 mark)**

v) Consumer Behavior **(1 mark)**

b) Most consumers go through a series of steps when they make a purchase. Since some purchase decisions are more important than others, the amount of effort we put into each differs. Sometimes the decision is automatic and sometimes it could be a more complex process. Discuss the stages involved in a Buyer decision making Process **(5 Marks)**

c) Explain five underlying roots of consumerism

(5Marks)

d) It is often helpful to view consumers as problem solvers who use information in an attempt to satisfy their consumption goals. From

this perspective, consumer information processing may be thought of as the acquisition of stimulus inputs, the manipulation of these inputs to derive meaning from them, and the use of this information to think about products or services. Discuss five ways in which consumers use information derived from their environment. **(5 marks)**

e) i) What is Information Acquisition? **(1 Mark)**

ii) Exposure to various environmental stimuli during information acquisition occurs in two major ways i.e., Active search and Passive reception. Briefly distinguish between Active search and Passive reception.

(2 marks)

iii) Discuss any two characteristics of Attention:

Question 2:

a) Differentiate between

i) Awareness thresholds & Differential thresholds: **(2 Marks)**

ii) Voluntary attention & involuntary attention
(2Marks)

iii) Selective Attention to stimulus factors and to Individual factors
(2Marks)

b) Explain briefly three factors influencing Feature Analysis
(6Marks)

c) State three factors influencing *Synthesis Stage* **(3 Marks)**

Question 3:

a) Consumers are constantly bombarded by messages inducing them to change their attitudes. Explain how attitudes can be created and modified?

(10 marks)

b) Consumption could to a large extent be considered as a group activity, which means that other people and groups could influence the way an individual consume and spend the money. Describe five of the most important influencers and their impact on the consumer decision.

(5 Marks)

Question 4:

a) Market segmentation is an important aspect of consumer behaviour. Market segmentation delineates segments whose members are similar to one another in one or more characteristics and different from members of other segments. Describe the most common segmentation variables and exemplify how you as a marketing manager can use these variables.

(10 Marks)

b) Explain five advantages of market segmentation

(5

Marks)

Question 5:

a) A consumer's buyer behavior is influenced by different factors. Discuss briefly FIVE factors that affect consumer behavior

(5 Marks)

b) Explain FOUR factors that affect the communication process

(4

Marks)

c) In general, we can say that the audience reaction toward persuasive messages can appear in three different forms. Discuss

each form

(6 Marks)