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University Examinations 2023/2024

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF BUSINESS ADMINISTRATION

BFB 3306: CONSUMER BEHAVIOUR

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Attitudes can be formed, and so also they can be changed. Forming & changing both may be slow or fast and may be easy or difficult. Explain how marketers may effectively change consumer's negative attitudes towards their products (5 Marks)
- b) What do you understand by the term cognitive dissonance? Briefly discuss how marketers and consumers reduce dissonance (6 Marks)
- c) Distinguish between complex buyer behaviour and habitual buyer behaviour (4 Marks)
- d) Write brief notes on the Nicosian model of consumer behavior (5 Marks)
- e) Write short notes on consumer behavior across international borders (5 Marks)
- f) Explain the factors that facilitate the speedy adoption of a new innovation (5 Marks)

QUESTION TWO (20 MARKS)

- a) Consumer behavior is a discipline formed from several other disciplines. Explain the disciplines (10 Marks)
- b) Using relevant examples discuss the psychological influences on consumer behavior (10 Marks)

QUESTION THREE (20 MARKS)

- a) Describe the "classical conditioning" Theory by Ivan Pavlov and discuss its application in influencing consumer behaviour. (8 Marks)
- b) Enumerate any four benefits of studying consumer behaviour (4 Marks)
- c) Groups have been found to have profound influence on consumer behavior. Identify and discuss any FOUR types of groups and show how a marketer can make use of them effectively to influence consumers. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Examine the stages in the consumer adoption process and the implications to marketers. (10 Marks)
- b) Explain five characteristics of industrial markets. (5 Marks)
- c) Explain how cultural factors may influence consumer behaviour in spending this income. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Describe Everett Rogers diffusion of innovation theory and discuss its importance in marketing. (10 Marks)
- b) Macro environment forces have immense influence on the consumption behaviour of all consumers. Using your understanding of consumer behaviour, critically examine the role of the MACRO ENVIRONMENT forces in influencing consumer behavior. (10 Marks)

