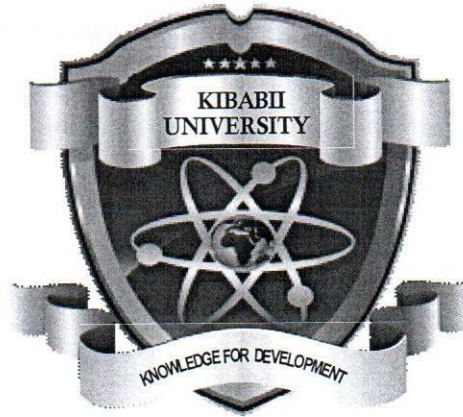


# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER  
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE  
COURSE CODE: BBM 311  
COURSE TITLE: CONSUMER BEHAVIOUR**

**DATE: 15/02/2021**

**TIME: 2.00PM-4.00PM**

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### **INSTRUCTION TO CANDIDATES**

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### **QUESTION ONE**

- a) Consumer behavior helps businesses to understand what their consumer's value. As a result, businesses can craft their messaging based on what is most important to the subset of the market they are targeting. Outline factors that affect consumer's level of involvement. (6mks)
- b) According to the tri-component attitude model, attitude consists of three major components. Describe them. (6mks)
- d) Highlight the key duties of a consumer in a market (5mks)
- e) Examine the differences between individual and organizational buyer (6mks)
- g) Marketers use numerous tools to elicit desired responses from their target markets. Describe the seven-marketing mix for services. (7mks)

### **QUESTION TWO**

- a) Discuss the following application in consumer behavior (10mks)
- b) Elaborate the roles of reference groups in consumer purchasing behavior (10mks)

### **QUESTION THREE**

- a) Discuss the roles of culture in consumer behavior (8mks)
- b) Define the following concept in consumer behaviors
  - i. Segmentation (4mks)
  - ii. Targeting (4mks)
  - iii. Positioning (4mks)

### **QUESTION FOUR**

- a) Describe how consumers can be protected (10 mks)
- b) Discuss two models, from the list below
  - i. Howard Sheth model (5mks)
  - ii. Nicosia model (5mks)
  - iii. Parvlon model (5mks)

## **QUESTION FIVE**

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning. The above definition of perception lays emphasis on mental and cognitive process. Describe marketing applications of perception. (20mks)