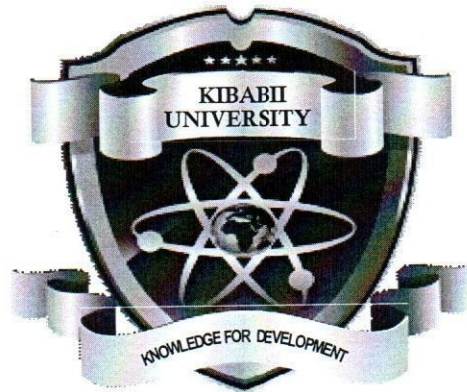


**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATION**

**MAIN EXAMINATION**

**2020/2021 ACADEMIC YEAR**

**FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS**

**COURSE CODE: BBM 311**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**DATE: 05/10/2021**

**TIME: 9.00 – 11.00AM**

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**INSTRUCTION TO CANDIDATES**

1. Answer Question **ONE** (Compulsory) and **ANY OTHER TWO** Questions
2. Candidates must hand in their answer booklets to the invigilator while in the examination room
3. Credit is given for legibility, clarity and use of relevant examples
4. Question **ONE** is **30 marks** while Questions 2-5 carry **20 marks** each
5. Clearly write your **Registration Number** on each answer sheet used.

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**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

## QUESTIONS: SECTION A

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### QUESTION ONE (30 MARKS)

- a. Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Describe five outstanding characteristics of their behaviour. **(10mks)**
- b. Outline three forces that influence organizational buying process **(6mks)**
- c. Define McClelland three needs necessary for consumer satisfaction **(3mks)**
- d. Define the three processes of perception **(3mks)**
- e. Consumer learning is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior. Outline the four basic components of learning **(4mks)**
- f. List down four challenges associated with cross cultural marketing **(4mks)**

## SECTION B

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### QUESTION TWO

According to Louden and Bitta, 'consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services. Marketers everywhere strive to understand this behaviour. Citing practical examples, discuss the importance of studying Consumer behaviour

**(20mks)**

### **QUESTION THREE**

a. The consumer decision making is a complex process. All the consumers have their own needs in their daily lives and these needs make them make different decisions. These decisions can be complex depending on the consumer's opinion about a particular product, evaluating and comparing, selecting and purchasing among the different types of products. Describe consumer buying process.

**(10mks)**

b. Differentiate between individual and organizational buying process.

**(10mks)**

### **QUESTION FOUR**

a. Discuss Hofstede five dimension of culture

**(10mks)**

b. Describe benefits of a reference group for an organization

**(10mks)**

### **QUESTION FIVE**

a. Consumer perception is a three-stage process that translates raw stimuli into meaningful information. Each individual interprets the meaning of stimulus in a manner consistent with his/her own unique biases, needs and expectations. Outline the marketing application of Perception concept. **(14mks)**

b. According to the tri-component attitude model, attitude consists of three major components. Define them. **(6mks)**