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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER MAIN EXAMINATION

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

DATE: 31/08/2022

TIME: 9.00 – 11.00AM

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

QUESTIONS: SECTION A

QUESTION ONE (30 MARKS)

a) Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is "meeting needs profitably." Outline two motives that drive a consumer towards purchase. **(4mks)**

b) Why study consumer behavior? **(6mks)**

c) Explain the economic factors that affect buyers purchase decisions. **(5mks)**

d) Perception is a mental process where an individual selects data or information from the environment organizes it and then draws significance or meaning from it. Outline the 3 sub stages process of perception **(6mks)**

e) Define the five stages of consumer buying behavior **(10mks)**

QUESTION TWO

Explain how the following factors affect consumer behavior

- i. Political environment **(5mks)**
- ii. Legal environment **(5mks)**
- iii. Social environment **(5mks)**
- iv. Technological environment **(5mks)**

QUESTION THREE

a) Discuss the roles of opinion leaders in marketing **(10mks)**

b) Define stages in adoption process **(10mks)**

QUESTION FOUR

a) Organizational buying process refers to the process through which industrial buyers make a purchase decision. Every organization has to purchase goods and services for running its business operations and therefore it has to go through a complex problem solving and decision-making process. Define the organizational buying process.

(10mks)

b) Describe the bodies that support consumerism in Kenya **(10mks)**

QUESTION FIVE

Discuss the following theories and models that support consumer behavior studies

- i. Learning model **(5mks)**
- ii. Psycho analytical model **(5mks)**
- iii. Marshallian/ economic model theory **(5mks)**
- iv. Sociological model **(5mks)**

The end