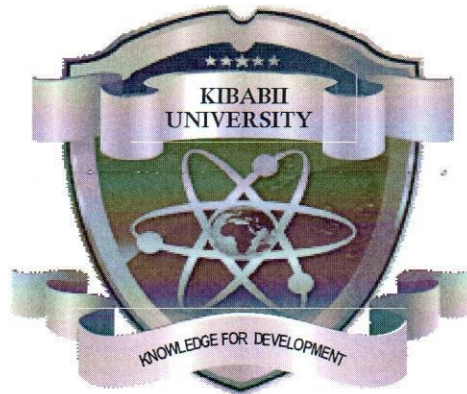# KIBABII UNIVERSITY

## UNIVERSITY EXAMINATION

## SPECIAL/SUPPLEMENTARY EXAMINATION

## 2021/2022 ACADEMIC YEAR

## FOR THE DEGREE OF BACHELOR OF EDUCATION

**COURSE CODE: BBM 311**

**COURSE TITLE: CONSUMER BEHAVIOUR**

DATE: 15/11/2022                    TIME: 11.00AM – 1.00PM

**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. Question **ONE** is **30 marks** while Questions 2-5 carry **20 marks** each
4. Clearly write your **Registration Number** on each answer sheet used.

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

## QUESTION ONE (30 MARKS)

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)**

c) Define the characteristics of opinion leaders. **(4mks)**

d) Examine the differences between individual and organizational buyer. **(6mks)**

e) Define the four major customer markets **(4mks)**

f) Marketers use numerous tools to elicit desired responses from their target markets. Describe the four-marketing mix for product. **(4mks)**

## SECTION B

### QUESTION TWO

a) Discuss the following application in consumer behavior **(10mks)**

b) Elaborate the roles of reference groups in consumer purchasing behaviour **(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                        (10mks)

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)