



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

**BACHELOR OF SCIENCE IN HUMAN RESOURCE
MANAGEMENT**

COURSE CODE: BBM 331

COURSE TITLE: CONSUMER BEHAVIOUR

DATE: 25TH APRIL, 2018

TIME: 1100 - 1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** & any other **THREE** questions

Question one

- a) Explain the influence of income and social class on a consumer's purchase decisions and its significance to marketers. **(4 marks)**
- b) Explain the role the family plays in consumer socialization. **(4 marks)**
- c) Describe Maslow's Hierarchy of Needs theory and show its applications in marketing. **(5 marks)**
- d) Outline the various satisfaction/dissatisfaction outcomes/responses of consumers. **(6 marks)**
- e) Describe the operant conditioning theory of learning and show its applications in marketing practice. **(6 marks)**

Question two

In the general marketing environment can either create new opportunities of destroy existing ones. Discuss the above statement using relevant examples. **(15 marks)**

Question three

- a) Discuss the influence of any five situational factors on consumer behavior. **(5 marks)**
- b) Using Mercedes Benz as an example, explain the concept of brand personality and its role in marketing a product. **(5 marks)**
- c) Highlight the factors influencing attitude formation in consumers and their significance to marketers. **(5 marks)**

Question four

- a) Describe the stage of evaluation of alternatives in the consumer decision process. **(5 marks)**
- b) Explain the concepts of reference groups and opinion leadership and their significance to marketing practitioners. **(5 marks)**
- c) Explain five requirements for effective marketing segmentation. **(5 marks)**

Question five

Discuss the concept of adoption/diffusion of innovations highlighting;

- a) The process of adoption of innovations **(5 marks)**
- b) The factors affecting the rate of adoption of innovations **(6 marks)**
- c) The relevance of the concept to marketing practitioners **(4 marks)**

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