



# UNIVERSITY OF NAIROBI

MODULE II DEGREE PROGRAMME 2012/2013  
(NAIROBI DAY & EVENING)

## THIRD YEAR EXAMINATIONS FOR THE DEGREE OF BACHELOR OF COMMERCE

### DMA 302: CONSUMER BEHAVIOUR

DATE: APRIL 30, 2013

TIME: 9.00 A.M. – 11.00 A.M.

#### INSTRUCTIONS

1. Answer any four Questions.
2. All questions carry equal marks.
3. Use appropriate examples.

- Q 1. ✓ (a) Define the concepts of Consumer behaviour and explain the importance of consumer behaviour to a businessman. (10 Marks)
- (b) Explain the relationship between consumer behaviour studies and marketing strategy of a firm. (15 Marks)
- Q 2. ✓ One of the key psychological consumer concept is motivation in studying the behaviour of consumers. Demonstrate to what extent you are able to understand the following:
- (a) Define consumer motivation. (2 Marks)
- (b) Explain the relationship between consumer needs and goals. (8 Marks)
- (c) Explain defence mechanisms consumers apply in protecting their ego. (10 Marks)
- (d) Explain factors arousing motives of a consumer. (5 Marks)
- Q 3. ✓ Explain the concept of consumer perception and show how marketers use it in managing the marketing mix elements. (25 Marks)
- Q 4. ✓ Describe classical conditioning theory and its value in marketing. (25 Marks)
- Q 5. Using examples explain the Tri-component attitude model. (25 Marks)

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