

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

BCOM 322: CONSUMER BEHAVIOUR

STREAMS: BCOM Y3S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 5/4/2012

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHE TWO QUESTIONS.
DO NOT WRITE ON THE QUESTION PAPER.

QUESTION ONE:

- (a) Describe the meaning of Consumer Behaviour. [3 marks]
- (b) The field of consumer behaviour holds great interest to members of the society and marketing management in general. Explain the importance of consumer behaviour to the individual and business. [12 marks]
- (c) Discuss briefly how the factors below influence consumption and marketing patterns of consumers and marketers respectively.
- (a) Age and life cycle stage [2 marks]
 - (b) Occupation [2 marks]
 - (c) Social status [2 marks]
 - (d) Personality [2 marks]
 - (e) Economic circumstance [2 marks]
- (d) Explain the significance and influence of effective communication in shaping consumer behaviour. [5 marks]

QUESTION TWO:

In making consumption related decisions, consumers are faced by self acquired perceived risks that influence their decisions. Discuss the various uncertainties that consumers face, their implications and the strategies they develop to counter such risks. [20 marks]

QUESTION THREE:

- (a) Discuss the steps followed by consumers in the buying decision process. [10 marks]
- (b) Consumers go through and exhibit different purchase and consumption behaviour. Explain the common purchase behaviours that consumers adopt in making purchasing decisions. [10 marks]

QUESTION FOUR:

- (a) You have been approached by Heshima Co. Ltd to present a seminar paper to the members of staff on the topic “influence of culture to people’s behaviour and consumption patterns”. As an expert of consumer behaviour, prepare a presentation to the company clearly outlining the influence of culture orientation in purchase and consumption decisions. [12 marks]
- (b) What is consumer learning? Discuss the implication and application of learning in marketing and consumption decisions. [8 marks]
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