**DIPLOMA IN FRONT OFFICE OPERATIONS II**

**BMK : PSYCHOLOGY OF CUSTOMERS**

**END OF SEMESTER EXAMINATIONS**

**SERIES: DECEMBER 2011**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

**-This paper consists of FIVE questions.**

**-Answer question ONE (Compulsory) and any other TWO.**

**QUESTION 1 (Compulsory)**

1. Define a Consumer market and describe the Stimulus-response model of Consumer buyer behavior. (10 marks)
2. Describe the following terms relating to consumer buying behavior.
3. Complex buying behavior
4. Opinion leader
5. Variety-seeking buyer behavior
6. Habitual buying behavior (10 marks)
7. Identify and describe FIVE categories of participants in the consumer purchase decision. (10 marks)

**QUESTION 2**

1. What is a Sub-culture? Identify FOUR sub-cultures and explain how they influence consumer behavior. (10 marks)

b) A useful framework of analysis of group influence on the individual is the so called *reference group*, where an individual uses a relevant group as a standard of reference against which oneself is compared.

i) Describe the three main types of reference groups

ii) Distinguish a Primary reference group from a Secondary reference group(

**QUESTION 3**

**Describe the stages in a typical buyer decision making process, summarizing some of the ways in which marketers can ‘help’ the consumer at each stage in the decision-making process.**

**QUESTION 4**

Write short notes on the following:

(a) Factors likely to increase pre-purchase search for information   
  
(b) Post purchase dissonance

(c) Perceptual filter

(d) Consumer market research (20 marks)

**QUESTION 5**

1. **Briefly describe the following Personality concepts that influence consumer purchase decisions: Self-image, Social- image and Ideal- image. (10 marks)**
2. **To what extent do you think that social class is a helpful concept in improving the marketers understanding of consumer behavior? (10 marks)**