QUESTIONS

1 (a ) Discuss the benefits of consumer behavior survey to information centres .(10 marks)

b) Describe the stages a potential consum would go through in purchasing a product service in the market.( 10 marks )

c )Examine any five psychological factors influencing consumer buying decision ( 10 marks)

2. Evaluate the key channel functions and the factors that influence their choice. ( 20 marks)

3. (a) Explain the rationale of local business enterprises’ venturing into international markets ( 10 marks)

b) Discuss five implications of local business enterprises going international .( 10 marks)

4. Discuss various pricing strategies and tactics in marketing .( 20 marks).

5. Define service and describe the features which distinguish it from goods. ( 20 marks)