



# **MOI UNIVERSITY**

**OFFICE OF THE CHIEF ACADEMIC OFFICER**

## **UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR**

***THIRD YEAR END OF SEMESTER I EXAMINATIONS***

**FOR THE DEGREE OF  
BACHELOR OF BUSINESS MANAGEMENT**

**EXAM CODE:-      BBM 331**

**COURSE TITLE:-    CONSUMER BEHAVIOUR**

**DATE:-    19<sup>TH</sup> MARCH, 2013**

**TIME:- 2.00P.M. - 5.00 P.M.**

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**INSTRUCTION TO CANDIDATES**

➤ **SEE INSIDE.**

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## **BBM 331:CONSUMER BEHAVIOUR**

### **INSTRUCTIONS**

Answer Question ONE and any other THREE questions.

### **QUESTION ONE**

- a) “You have recently noted poor communication with customers within a training institution in Kenya”. In light of this statement, explain any three strategies which the institution can put in place to solve the poor communication to the consumers **(6 marks)**.
- b) Explain three activities under each strategy above which should be done to solve the communication problem **(9 marks)**.
- c) Discuss any three causes of consumers; negative attitude towards an organizations products **(15 marks)**.

### **QUESTION TWO**

Discuss the role of having a public relations department within an organization **(15 marks)**

### **QUESTION THREE**

Explain the consumer decision-making process, which you underwent before buying a product which you bought currently **(15 marks)**.

### **QUESTION FOUR**

Discuss how attitude formation and change has been used within an organization you are familiar with to determine consumer behavior. **Give real examples (15marks)**.

### **QUESTION FIVE**

Discuss the role of the AIDA model in the consumers’ decision making process **(15 marks)**.