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**University Examinations 2015/2016**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE

DEGREE OF

BACHELOR OF COMMERCE

**BFB 3306: CONSUMER BEHAVIOUR**

**DATE: AUGUST 2016 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two***questions.

**QUESTION ONE (30 MARKS)**

1. In your own words define consumer behavior (3 marks)
2. Briefly describe the various factors that influence consumer behavioral (7 marks)
3. The field of consumer behavior is rooted in the marketing concepts. What are the various marketing concepts. (10 marks)
4. What are the five stages of consumer buying decision process (10 marks)

**QUESTION TWO (20 MARKS)**

1. What consumers buy are not a product but the value of their money. What purpose does the producer play in marketing (8 marks)
2. Explain the stages of a new product development process (12 marks)

**QUESTION THREE (20 MARKS)**

Describe in detail all the factors of consumer behavior and explain the internal factors of consumer behavior and explain how they influence the consumer when making purchases (20 marks)

**QUESTION FOUR (20 MARKS)**

1. What do you understand by “the wheel of consumer analysis”? What are the elements of consumer analysis (10 marks)
2. External factors that occur in the surroundings of the buyer consumer. Describe the external factors of consumer behavior (10 marks)

**QUESTION FIVE (20 MARKS)**

Write short notes on the following

1. Maslow’s hierarchy of needs (6 marks)
2. Promotion strategy in consumer behavior (6 marks)
3. Decision making units (4 marks)
4. Positioning, targeting (4 marks)