



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

THIRD YEAR, FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF COMMERCE

HBC2205: CONSUMER BEHAVIOUR

DATE: APRIL 2012

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a. Define a consumer market (2 Marks)
- b. The family constitutes a key source of consumers for any business; giving relevant real life examples explain the various roles played by family members in decision making process. (8 Marks)
- c. Grace has been hired as the new marketing manager for XYZ company located in Meru briefly explain to her how cultural would affect consumer behavior (15 Marks)

QUESTION TWO (20 MARKS)

- a. As the marketing managers of Mla chake Ltd, you are strongly convinced that the company stands to make more sales by segmenting its market. Briefly explain to Mr. Oloo the director who has no training in marketing.
 - i. What market segmentation means (5 Marks)
 - ii. Why is it important to segment the market? (8 Marks)
 - iii. The factors that must be considered for market segmentation to be effective (12 Marks)

QUESTION THREE (20 MARKS)

- a. Your organization has introduced a new product in the market, but inspite of the vigorous marketing of the product, it does not seem to pick. Explain the factors about the product that need to be addressed to increase its rate of adoption (10 Marks)
- b. Time is an important factor in the innovation –decision process, citing relevant real life examples explain the various stages that an individual goes through as they see k

information in order to decrease uncertainty about an innovation's expected consequences (10 Marks)

QUESTION FOUR (20 MARKS)

- a. Briefly describe the notion of consumer learning (5 Marks)
- b. Giving relevant examples, explain the basic elements that facilitate the learning process (10 Marks)
- c. Upon introduction of a new product, some individuals are very ready to explore the product and take it up immediately while others adopt a wait and see attitude towards the product and will only adopt it much later. In view of the above explain the categories of consumers in terms of product adoption (10 Marks)

QUESTION FIVE (20 MARKS)

- a. Briefly discuss the Maslow's theory of needs and outline its importance to marketing