

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 331**

**COURSE TITLE: CONSUMER BAHAVIOUR**

**DATE: 10TH DECEMBER, 2014**

**TIME: 9.00 A.M-12.00 P.M**

**Instructions:**

*Answer question* ***ONE (COMPULSORY)*** *and any other* ***THREE*** *questions.*

**QUESTION ONE**

1. Discuss consumer behavior on the basis of the extent of decision making and the degree of involvement in the purchase, showing outcome. (15 marks)
2. The different types of consumer behavior determine how consumer make purchasing decisions. Though there are many types of buying behavior, four main categories are often cited as the primary types in purchasing behavior. State and explain briefly the **four** main types giving an example for each. (10 marks)

**QUESTION TWO**

1. Why do marketers need to constantly try to understand consumer behaviour and why might this be more complex and problematic in current times? (12 marks)
2. Highlight **three** features of consumer behaviour. (3 marks)

**QUESTION THREE**

1. In the context of consumer behaviour, define the term ‘model’. (3 marks)
2. Analyze the following consumer behaviour models: (12 marks)
3. Black box model
4. Personnel variable models
5. Purchase decision models
6. PV/PPs model.

**QUESTION FOUR**

Individual purchase behavior is influenced by various factors. Discuss vividly how personal factor influences the buyer behaviour. (15 marks)

**QUESTION FIVE**

1. Discuss briefly the five stages of consumer decision making process. (10 marks)
2. Explain the difference between organizational buyer from an individual buyer. (5 marks)