

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SUPPLIMENTARY/SPECIAL EXAMINATION**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 331**

**COURSE TITLE: CONSUMER BAHAVIOUR**

**DATE: 26TH AUGUST, 2015**

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

**Instructions:**

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

**QUESTION ONE**

1. Differentiate between a buyer and a consumer and explain why marketers should draw a clear distinction between the two terms. (10 marks)
2. Explain and show how a marketer can use 4 functions of attitudes. (10 marks)
3. Describe the importance of personality in consumer behaviour. (5 marks)

**QUESTION TWO**

Describe the dynamic nature of motivation and explain how this concept is applied by marketers. (15 marks)

**QUESTION THREE**

Explain the significance of diffusion process in the introduction of the new products into the market. (15 marks)

**QUESTION FOUR**

1. Describe the Maslow’s theory and show how a marketer can use it. (10 marks)
2. Define the term personality and explain its relevance in consumer behaviour. (5 marks)

**QUESTION FIVE**

1. Discuss types of buying behaviour which consumers exhibit in marketing. (5 marks)
2. Explain consumer relevant groups and their importance in marketing. (10 marks)