

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 331**

**COURSE TITLE: CONSUMER BAHAVIOUR**

**DATE: 11TH DECEMBER, 2015**

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

**Instructions:**

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

**QUESTION ONE**

1. 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. (12 marks)
2. Describe the Maslow’s theory and show how a marketer can use it. (10 marks)
3. Highlight **three** features of consumer behaviour. (3 marks)

**QUESTION TWO**

Assume you are a marketer and you would wish to improve the level of consumer involvement in the purchase of your product so as to improve sales. What techniques would you employ to improve the level of consumer behaviour? (15 marks)

**QUESTION THREE**

1. Rono intends to order a laptop for his office work. But he has undergo various stages for decision making. Briefly discuss five stages you expect Rono to go through before the purchase and after the purchase. (10 marks)
2. Highlight any **five** consumer rights. (5 marks)

**QUESTION FOUR**

1. Discuss the difference between organizational buyer behaviour and consumer buyer behaviour. (12 marks)
2. What is consumerism as used I consumer behaviour. (3 marks)

**QUESTION FIVE**

1. Define market segmentation. (2 marks)
2. Describe the requirements for effective segmentation. (10 marks)
3. State **three** variables for segmentation. (3 marks)

**QUESTION SIX**

1. With a help of a diagram discuss a Perceived Value of an outcome (P.V) and Perceived Probability Satisfaction (P.P.S) model. (8 marks)
2. Discuss various types of groups that have influence on purchase. (7 marks)