



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 327: CONSUMER BEHAVIOUR

Date: 9th June, 2017

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.



Question 1.

a). Explain the areas of applications of consumer behaviour knowledge in marketing decisions. (6 marks)

b). Explain reasons for the study of consumer behaviour by the marketing managers. (10 marks)

c). Explain situational factors that affect industrial buyer behaviour.(9 marks)

Question 2.

a). From the understanding of general decision making process, perceived risk and involvement theory, analyse four types of consumer buying behaviours.

(8 marks)

b). Explain at least four product factors that can cause consumer involvement in the purchase decision process. (7 marks)

Question 3.

a). Explain three industrial buying situation that applies to industrial buying decision. (6 marks)

b). Analyse the roles of the buying participants/decision making unit in the industrial buying process. (9 marks)

Question 4.

a). Using a suitable diagrammatic illustration, explain how Kotler's Black Box model can be used to analyse consumer behaviour in making marketing decisions.

(10 marks)

b). Explain at least five points of distinction between organizational and consumer markets.

(5 marks)

Question 5.

Clearly describe how the following external factors determine consumer behaviour:

- a) Culture (5 marks)
- b) Reference group (5 marks)
- c) Opinion leaders (5 marks)

Question 6

- a) Using a suitable illustration where possible, describe the steps involved in organizational/industrial buying decision process. (11 marks)
- b). Analyze four types of organizational markets that an industrial marketer may be involved in. (4 marks)