



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

CITY CAMPUS- EVENING

ABA 327: CONSUMER BEHAVIOUR

Date: 16th June, 2017

Time: 5.30 - 8.30 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks, the rest 15 marks each.



QUESTION ONE

- a) Discuss the importance of studying consumer behavior from a business perspective. (10 Marks)
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- b) Explain the various approaches of studying consumer behavior. (15 Marks)

QUESTION TWO

'Consumer behavior is influenced by various factors.' Discuss how the following variables influences consumer behavior

- a) Marketing variables
b) Personal variables
c) Psychological variables
d) Situational variables
e) Sociological variables
f) Cultural variables

(15 Marks)

QUESTION THREE

- a) Discuss the traditional models of evaluating consumer behavior. (7.5 Marks)
- b) Explain the Nicosia and Black Box models. (7.5 Marks)

QUESTION FOUR

Describe with an aid of a diagram;

- a) Individual consumer purchase process (7.5 Marks)
- b) Industrial buyer purchase process. (7.5 Marks)

QUESTION FIVE

- a) Discuss the factors that necessitated the need for consumerism movement in the world today. (7.5 Marks)
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- b) Explain the various challenges facing consumerism movement globally today. (7.5 Marks)

QUESTION SIX

Distinguish between industrial buyer and individual buyer market behavior with relevant examples **(7.5 Marks)**