

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2015/2016 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 318**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**DATE: 3RD JULY, 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

***This paper consists of 2 printed pages. Please turn over.***

**SECTION A COMPULSORY (25 marks)**

**QUESTION 1**

1. Define the following terms **(5 marks)**
2. Consumer
3. Relationship Marketing
4. Consumer behaviour
5. Influencer
6. Initiator
7. Identify and highlight on the Types of Consumer Research **(4 marks)**
8. Discuss the Impact of Emerging Digital technologies in relation to consumer behaviour. **(5 marks)**
9. Describe the Stages of Consumer Buying Behaviour. **(7 marks)**
10. Highlight the need for market research. **(4 marks)**

**SECTION B (45 marks)**

**QUESTION 2**

With use of examples, discuss the following factors influencing consumer behaviour.

**a.** Cultural factors **(3 marks)**

**b.** Social factors **(4 marks)**

**c.** Personal factors **(4 marks)**

**d.** Psychological factors **(4 marks)**

**QUESTION 3**

* 1. Consumer research is a process. Describe the aspects would you consider when conducting consumer research. **(8marks)**
  2. Discus the Factors influencing changing tourist demand and the emergence of new markets. **(7 marks)**

**QUESTION 4**

1. State and explain the Typologies of tourist behaviour. **(6 marks)**
2. Discuss the Service marketing mix and highlight it’s implication to the marketer. **(9 marks)**

**QUESTION 5**

1. Explain the term Branding. **(6 marks)**
2. Describe the Planning strategies and tactics for travel and tourism marketing. **(9 marks)**

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