



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
(BCOM YR 3 SEM 1/ BCOB YR 3 SEM 2/ BCOB YR 3 SEM 1)

UNIT CODE: HBM 2301

UNIT TITLE: CONSUMER BEHAVIOUR

DATE: 5TH DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define the following terms
 - i. Consumer behaviour (2 marks)
 - ii. Diffusion (2 marks)
 - iii. Adoption (2 marks)
- (b) Traditional Family Life Cycle (FLC) plays important consumption related roles, however, marketers are increasingly faced with emergence of non-traditional Life Cycles. Identify and any FIVE of these Non-traditional Family Life Cycle and their significance (12 marks)
- (c) Explain SIX application of consumer behaviour knowledge by marketers (12 marks)

QUESTION TWO

- (a) With and aid of a diagram, explain the various stages in the product adoption process (10 marks)
- (b) Describe any FIVE external that influence consumer purchase decision (10 marks)

QUESTION THREE

- (a) Explain the key factors in the learning process highlighted by the Pavlovian learning Model (10 marks)
- (b) Identify the key players in family Decision Making Unit (DMU) and how it affects the buying decision making process (10 marks)

QUESTION FOUR

- (a) Post-purchase dissonance is uncomfortable to consumer, explain any FIVE approaches that a consumer may use to reduce it (10 marks)
- (b) Explain FIVE reasons for consumer dissatisfaction and complaint behaviour (10 marks)

QUESTION FIVE

- (a) Different types of consumers may adopt a new product at different times in the product's life cycle. Describe the FIVE adopter groups (10 marks)
- (b) Promotion is a key tool used by marketers to influence consumers Highlight any FIVE objectives that a firm's promotion strategies may seek to achieve (10 marks)