

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

P4706: CONSUMER BEHAVIOUR

DATE : 03 MAY 2012 (THURSDAY)
DURATION : 2 HOURS 2.30 PM – 4.30 PM)

This paper consists of **FOUR (4)** pages including the front page.
Essay (6 questions – answer 4 questions only)

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THE CHIEF INVIGILATOR

ESSAY (100 marks)**INSTRUCTION:**

This section consists of **SIX (6)** essay questions. Answer **FOUR (4)** questions only.

QUESTION 1

- a) Define consumer behavior. (4 marks)
- b) Describe the fields of behavioral science as follows: (6 marks)
- i. Economics
 - ii. Psychology
- c) Explain **FIVE (5)** factors of the development of knowledge in consumer behaviour. (15 marks)

QUESTION 2

As a consumer, you have actually experienced various stages in the buying decision process. By choosing any suitable examples based on your past purchase experience, explain **FIVE (5)** stages of buying decision process.

(25 marks)

QUESTION 3

Marketers should have knowledge in psychology such as personality, attitudes and learning because it is important in the formation of marketing strategy.

- a) What is attitude?
(5 marks)
- b) Explain **TWO (2)** functions of attitude and its implications on marketing activities.
(12 marks)
- c) Define motivation.
(2 marks)
- d) Explain **THREE (3)** needs of Mc Clelland theory of motivation.
(6 marks)

QUESTION 4

- a) Define 'learning'.
(3 marks)
- b) Consumer learning process continually evolves and changes as a result of newly acquired knowledge or actual experiences.
Explain the basic elements that make possible for learning to occur.
(12 marks)
- c) Discuss **THREE (3)** implications of perception in marketing.
(10 marks)

QUESTION 5

- a) Define 'culture' and 'subcultures'.
(5 marks)
- b) State **FIVE (5)** components of culture with suitable examples.
(10 marks)
- c) Briefly explain the characteristics of culture in the following conditions:
- i) The invisible hand of culture
 - ii) Culture is learned
 - iii) Culture is Dynamic
- (10 marks)

QUESTION 6

“Media has shown us many cases on unethical business practices involving consumers. In addition, much worse incidents often occur due to consumers’ ignorance on their rights.”

From the above statement:

- a) Provide **TWO (2)** examples that are related to the issue.
(5 marks)
- b) Explain **FIVE (5)** consumer rights which are well known to most consumers.
(20 marks)