CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 322: CONSUMER BEHAVIOUR

STREAMS: BCOM Y3S2   **TIME: 2 HOURS**

DAY/DATE: THURSDAY 11/08/2016   **11.30 AM – 1.30 PM**

INSTRUCTIONS:

- **Question One (Section A) is Compulsory**
- **Section B – Answer Any other Two Questions**
- **Section A – Compulsory (30 Marks)**

Question One

(a)   (i)   Explain three groups of which you are a member.   [3 marks]

(ii)   Identify what type of influence each group has on their behavior.   [4 marks]

(iii)   Which group is most influential   [3 marks]

(iv)   How could a marketer use this information to be more effective?   [5 marks]

(b)   Which of the following decisions should be considered legitimate concern in the field of consumer behavior.

(i)   Selecting a university to study   [1 mark]
(ii)   Purchasing a pair of shoe   [1 mark]
(iii)   Drinking a soda   [1 mark]
(iv)   Selecting a church to join   [1 mark]
(v)   Selecting a dentist   [1 mark]
(vi)   Visiting a mobile phone shop to see new arrivals   [1 mark]
(vii)   Purchasing a university text book   [1 mark]

(c)   Explain the importance or potential application of the same   [8 marks]

Section B – Answer any other Two Questions

Question Two

(a)   How do the values of a born-again Christian or serious Muslim affect consumer behavior and consumption?   [10 marks]

(b)   After experiencing the common themes applied to teenagers, explain how marketers could use Age cohorts to make adjustments to marketing strategy.   [10 marks]

Question Three

(a)   Have you ever lost (or had destroyed) an object that, because it was lost or destroyed. Affected your self concept? Explain.   [10 marks]

(b)   (i)   Describe yourself demographically.   [2.5 marks]

        (ii)   Does this have any bearing on your purchase patterns?   [2.5 marks]

        (iii)   How could a marketer find out about you in a demographic sense? [2.5 marks]

        (iv)   Describe one purchase occasion where a demographic dimension had an impact in your purchase decision?   [2.5 marks]

Question Four

(a)   (i)   Illustrate a situation in which your decision to buy was automatic. [3 marks]

        (ii)   Explain a scenario where your decision to buy required a great deal of thought.
                                                                         [7 marks]

(b)   Explain any three advertisements that display each of the attitude functions model.
                                                                         [10 marks]