



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR THREE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 331

COURSE TITLE: CONSUMER BEHAVIOUR

EXAMINATION DURATION: 3 HOURS

DATE: 27/09/17

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

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QUESTION ONE (COMPULSORY)

- (a) Describe how the following market contexts aspect affect consumer behavior
- i. Economic environment [2 marks]
 - ii. Government policies [2 marks]
 - iii. Technology [2 marks]
- (b) Critically analyze four ways of creating and cultivating market value for consumers [8 marks]
- (c) Discuss the managerial importance of consumer behavior [6 marks]
- (d) Highlight the main aspects of household consumer decision making process [5 marks]

QUESTION TWO

- (a) Distinguish between cognitive and affective characteristics in relation to consumer attitudes [3 marks]
- (b) Consumers are important stakeholders in business organizations and have to be motivated. Describe how this can be achieved [12 marks]

QUESTION THREE

- (a) Describe the intermediary consumer decision making process [3 marks]
- (b) Discuss various ways of achieving intermediary consumer decision making [12 marks]

QUESTION FOUR

- Clearly explain how the following personnel characteristics affect consumer behaviors [15 marks]
- i. Genetics
 - ii. Race
 - iii. Gender
 - iv. Age
 - v. Personality

QUESTION FIVE

- (a) Describe the salient features of business and government decision making process. [5 marks]
- (b) Explain how the business and government decision making process can be achieved. [10 marks]

QUESTION SIX

- (a) Describe market characteristic and provide examples in relation consumer behaviors [6 marks]
- (b) Explain how market characteristics affect customer satisfaction [9 marks]

