



UNIVERSITY EXAMINATIONS
FIRST YEAR EXAMINATION FOR THE AWARD OF
CERTIFICATE IN SALES MANAGEMENT / BUSINESS ADMINISTRATION
FIRST SEMESTER 2023/2024
[AUGUST-DECEMBER, 2023]

CSM 004: CONSUMER BEHAVIOUR

STREAM: Y1 S1

TIME: 2 HOURS

DAY: FRIDAY, 9.00 – 11.00 A.M.

DATE: 01/12/2023

INSTRUCTIONS

1. Do not write anything on this question paper.

2. Answer Questions ONE and any other THREE Questions.

QUESTION ONE

- a) Explain the scope of consumer behavior highlight relevant strategies (5marks)
- b) Describe the following terms trio- needs, psychological, social and dissonance (6marks)
- c) Discuss various ways of modeling business strategy with motivation model (6 marks)
- d) Highlight the significance relationship variables in learning process in belief an attitude citing concrete examples (8marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MARKS)

QUESTION TWO

- (a) With aid of a diagram illustrate the model of a buyer behavior (8 marks)
- (b) Discuss the two types of buying behavior and cite relevant examples in 21st century (7marks)

QUESTION THREE

Explain four factors influencing buyer behavior citing relevant examples (6marks)

QUESTION FOUR

Discuss the main buying participants and the roles they play to fine tune their marketing strategy programme (15 marks)

QUESTION FIVE

Describe the features of groups based on their self-orientation citing concrete examples in the modern world (15marks)