



**UNIVERSITY EXAMINATIONS**  
**FIRST YEAR EXAMINATION FOR THE AWARD OF**  
**DIPLOMA IN CONSUMER BEHAVIOUR MANAGEMENT /BUSINESS**  
**ADMINISTRATION**  
**FIRST SEMESTER 2023/2024**  
**[AUGUST-DECEMBER, 2023]**

**DSAM 0120: CONSUMER BEHAVIOUR**

**STREAM: Y1 S1**

**TIME: 2 HOURS**

**DAY: FRIDAY, 12.00 – 2.00 P.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) Consumer behavior is influenced by many factors both internal and external discuss. **(10 marks)**
- b) Explain the relevancy of consumer behaviour. **(6marks)**
- c) What are the general characteristics of learning in relation to consumer behavior. **(4marks)**
- d) List and explain three components of attitude. **(4marks)**
- e) Discuss the diffusion adoption process of consumer behavior. **(6marks)**

**QUESTION TWO**

- a) Discuss the consumer buying decision process and indicate strategies that marketers can use to reinforce every stage. **(15 marks)**

### **QUESTION THREE**

- a) Explain Abraham Maslow theory of motivation and its application to marketing. **(10marks)**
- b) Explain Black box model in the aspect of consumer behaviour giving examples. **(5 marks)**

### **QUESTION FOUR**

- a) Discuss the types of consumer decisions. **(5marks)**
- b) Explain the perception process. **(3marks)**
- c) How can marketers change consumer attitude? **(2marks)**
- d) Discuss the relevancy of consumer behavior in relation to marketing. **(5marks)**

### **QUESTION FIVE**

- a) Define the term personality **(2marks)**
- b) Explain theories of personality and show the application in the marketing field. **(8marks)**