

DSAM 0120: CONSUMER BEHAVIOR

1. Answer Question ONE [Compulsory] 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

(2mark)

b) Explain theories of personality and show the application in the marketing field.

(8marks)