



(The University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

**COURSE CODE: BCB 311
COURSE TITLE: CONSUMER BEHAVIOUR**

DATE: TUESDAY, 26TH JULY 2022 TIME: 2:00 – 4:00PM

INSTRUCTIONS TO CANDIDATES

- Question one is compulsory. Attempt any two questions

TIME: 2HOURS

This Paper Consists of 3 Printed Pages. Please Turn Over 

Answer question ONE and any other Two questions

Question One

- a). “Marketing is s battle of perceptions”. Using relevant examples explain the statement (14 marks).
- b). Maslow formulated a widely accepted theory of human motivation. Identify and explain the five basic levels of human needs identified by Maslow and their implication to the work of the marketers. (16 marks).

Question Two

- a). Research has indicated that the diffusion of an innovation follows a normal distribution over time. Identify the principal groups of customers occupying each segment of the distribution curve, highlighting their behavioral characteristics (10 marks)
- b). What characteristics make a new product successful (10 marks)

Question Three

- a) Identify and explain two learning theories and show their application in marketing (10 marks).
- b) Understanding the THEORIES of personality is central to the work of a marketer. Identify two such theories and explain their relevance to the work of a marketer. (10 marks)

Question Four

- a) Societies are changing in a wide variety of ways. Identify the nature and significance of four such changes that are taking place within your own society and discuss their implication for the work of a marketing (10 mark)
- b). Celebrities are very important for marketing. Explain how they can be used in marketing of products and services (10 marks)

Question Five

- a) Explain the concept of consumerism as used in marketing (2 marks)
- b) Identify and explain the factors causing exploitation of Consumers. (6 marks)
- c) Explain some of the common methods of consumer exploitation and mechanism put in place to protect consumers from exploitation (12 marks)