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

JOURNALISM AND MASS COMMUNICATION

FOR THE DEGREE OF JOURNALISM AND MASS COMMUNICATION

UNIVERSITY FINAL EXAMS

FIRST YEAR FIRST SEMESTER

COURSE TITLE: CONSUMER BEHAVIOUR AND PERSUASION

COURSE CODE: DPA 106

YEAR OF STUDY: 2022/2023

DATE: 06/12/2023

TIME: 9.00 am-11.00 am

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**INSTRUCTIONS**

ANSWER THREE (3) QUESTIONS.

QUESTION ONE (1) IS COMPULSORY

TIME: THREE (3) HOURS

This paper consists of two (2) pages. Please turn over

1. You are the chief guest at Kakamega High School and your topic is, designing the Market Mix". Discuss the topic in terms of (a) Product (b) Price (c) Place (d) Distributions (e) Promotion. (30 Marks)
2. In Consumer Behavior, a person may purchase a product and it is another person who will use it. Discuss. (20 Marks)
3. Marketers should understand the wants and needs of different segments. Explain. (20 Marks)
4. Identify the three major characteristics of WOM (Word of Mouth ) Communication (20 Marks)
5. What is the definition of the term, "Consumer Behavior". (20marks)

**DPA 106: Consumer Behaviour  
& Persuasion**