



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING
MANAGEMENT**

PART I SECOND SEMESTER EXAMINATION

CONSUMER BEHAVIOUR [BMA 1203]

JUNE 2023

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.
3. Please indicate the study format (Conventional/Block) on the cover of your answer script.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

QUESTION 1

Discuss the value of using demographic factors as bases for consumer market segmentation.

[25 MARKS]

QUESTION 2

a. Explain how negative attitudes towards a product can be changed [10 MARKS]

b. Discuss the main internal and external influences that could affect organisational decisions.

[15 MARKS]

QUESTION 3

Write short notes on:

Subculture [5 MARKS]

Monochronic time [5 MARKS]

Cultural adaptation [5 MARKS]

Consumer attitudes [5 MARKS]

Self concept [5 MARKS]

QUESTION 4

Explain the theory of human motivation based on the Hierarchy of Needs theory developed by Abraham Maslow

[25 MARKS]

QUESTION 5

a. Identify three different types of groups and explain the influence they can have on consumer purchasing behaviour [12 MARKS]

b. Discuss the factors affecting the rate of adoption of a new innovation [13 MARKS]

QUESTION 6

Discuss the main factors which can influence the way consumer perceive products and services available in the marketplace.

[25 MARKS]

END OF EXAMINATION PAPER