



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]

OCTOBER 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 how family life cycle stages determine consumption patterns as well as consumer behaviour. [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

Using real life examples, discuss the effect of culture on consumer behaviour. [25 MARKS]

QUESTION 5

- a. Identify three different types of groups and explain the influence they can have on consumer purchasing behavior. [12 MARKS]
- b. Discuss the factors affecting the rate of adoption of a new innovation. [13 MARKS]

QUESTION 6

Discuss the value of psychographic factors as a basis for market segmentation. [25 MARKS]

END OF EXAMINATION PAPER