



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**CONSUMER AND BUYER BEHAVIOUR (BMA1203)**

**FINAL EXAMINATION**

**APRIL 2025**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. All Questions carry 25 marks each
3. Begin each question on a new page.

**INFORMATION**

1. This examination paper contains six (6) questions.
2. Marks per question are as indicated.
3. Questions may be attempted in any order.
4. This paper consists of three printed pages including the cover page

## **SECTION A: COMPULSORY**

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### **Question 1**

Provide a practical explanation of the importance and impact of modern technologies in influencing consumer buying behavior. **(25 marks)**

## **SECTION B**

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**Answer any three (3) questions in this section**

### **Question 2**

Using any product of your choice, outline the role that groups play in influencing consumer buying behavior.

**(25 marks)**

### **Question 3**

Consumer behavior allows marketers to understand how consumers decide, buy, use and dispose of products and services. Using an organization of your choice, discuss the relevance of this statement. **(25 marks)**

### **Question 4**

Using appropriate product examples, demonstrate your appreciation of the Fishbein Multi-attribute Model within the context the consumer evaluation stage of decision making.

**(25 marks)**

### **Question 5**

Using practical examples discuss the four categories of factors that influence consumer buying and behavior. **(25 marks)**

### **Question 6**

Using practical examples, discuss the following terms, explain their applications in consumer behavior.

- i. Values **(5 marks)**
- ii. Attitude **(5 marks)**
- iii. Self-concept **(5 marks)**
- iv. Figure and ground principle **(5 marks)**
- v. Beliefs **(5 marks)**

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