



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**FINAL EXAMINATION**

**CONSUMER BUYER BEHAVIOUR (BMA 1203)**

**APRIL 2024**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

1. Answer the question in **Section A** and any Three (3) questions in **Section B**.
2. Begin each question on a new page.
3. Specify your format of study (**Conventional, Block**) on the top right corner of the answer script cover.

**INFORMATION**

1. Each question carries **25 marks**.
2. Questions may be answered in any order.
3. Credit will be given for the use of appropriate examples.

## **SECTION A: COMPULSORY**

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### **Question 1**

Identify and discuss, with the aid of local examples, the key categories of factors that influence consumer behaviour. [25 marks]

## **SECTION B**

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

### **Question 2**

Consider and explain the consumer purchase decision making process and suggest appropriate marketing communication for decision-making stage [25 marks]

### **Question 3**

The customer-orientation paradigm saw the emergence and popular use of the quotable quotes, “The customer is King”, and, “The customer is always right”. using suitable consumer behaviour contexts, qualify the significance of the foregoing statements. [25 marks]

### **Question 4**

Using appropriate product examples, demonstrate your appreciation of the the Fishbein Multi-attribute Model within the context of consumer product choice [25 marks]

### **Question 5**

Discuss the various types of consumers and their anticipated behaviour patterns when expected to purchase a good or service [25 marks]

**Question 6**

Examine the three possible resultant scenarios that may arise as consumers assess product performance and their own expectations. Indicate the subsequent consumer action that result from each scenario. [25 marks]

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