



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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

Question 1

Identify and discuss, with the aid of examples, the psychological factors that influence consumer behavior. [25 marks]

SECTION B

Answer any three (3) questions in this section

Question 2

Using practical examples, discuss the importance of understanding consumer behavior by organizations. [25 marks]

QUESTION 3

Using practical examples, explain the consumer purchase decision making process and suggest appropriate marketing communication for decision-making stage [25 marks]

Question 4

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 behavior contexts, qualify the significance of the foregoing statements.

[25 marks]

Question 5

Discuss the following terms, explaining their applications in consumer behavior.

- a. Instrumental conditioning [5 marks]
- b. Classical conditioning [5 marks]
- c. Self-concept [5 marks]
- d. Self-actualization needs [5 marks]
- e. Beliefs [5 marks]

[25 marks]

Question 6

Provide a practical explanation of the importance and impact of modern technologies in influencing consumer buying behavior. [25 marks]

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