



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF COMMERCE

BBA 304: CONSUMER BEHAVIOUR

DATE: 14/12/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer Question One and Any Two Questions

1. Mambo family is composed of the husband, wife and three children. The family is on the verge of purchasing their first car. (10 marks)
 - (a) Explain the roles that can be played by the family members in the decision to buy the car. (10 marks)
 - (b) Discuss the buying decision process that family must undergo in buying the car (10 marks)
 - (c) Explain the personal factors that may influence the purchase decision of the brand of car they will buy. (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

2.
 - a) Explain the hierarchy of needs theory by Abraham Maslow. (10 marks)
 - b) Explain the organization buying process. (10 marks)
3.
 - a) Outline the characteristics of social class. (10 marks)
 - b) Explain the various types of groups and their influence on consumer decision to buy products. (10 marks)

Examination Irregularity is punishable by expulsion

- 4. a) Describe five types of reference group appeals that can be used to persuade consumers to buy products. (10 marks)
- b) Consumers buy products that enhance their self-image. Highlight the images that a consumer could be portraying. (10 marks)
- 5. a) Explain the type of buying situations that prevail in business buying behavior. (10 marks)
- b) Highlight the participants in the buying process of organizational markets. (10 marks)

SECTION B: ANSWER TWO QUESTIONS ONLY

- 2 (a) Explain the issues in a demographic environment that can affect an Education business (10 marks)
- (b) Explain the consumer buying decision process. (10 marks)
- 3 (a) Explain the criteria that can be used to decide the most viable market segment. (10 marks)
- (b) Describe the Product Life Cycle concept. (10 marks)
- 4 (a) The communication manager of Tano Ltd is in the process of developing some communication for their new product. Explain the steps he should follow in order to come with effective communications. (10 marks)
- (b) Explain the functions of distribution (10 marks)
- 5 (a) Outline the price objectives that a firm may use to price its products. (10 marks)
- (b) Explain the characteristics of a good salesforce. (10 marks)