



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 304: CONSUMER BEHAVIOUR

DATE: 16/4/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

Mambo family is composed of the husband, wife and three children. The family is on the verge of purchasing their first car

- 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 the 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)

QUESTION TWO (20 MARKS)

- a) Explain the hierarchy of needs theory by Abraham Maslow (10 marks)
- b) Explain the organization buying process. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the variables used to measure social class status (10 marks)
- b) Explain the various types of groups and their influence on consumer decision to buy products (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five types of reference group appeals that can be used to persuade consumers to buy products (10 marks)
- b) Explain how consumer imagery affects a company's marketing strategies (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the types of buying situations that prevail in business buying behavior. (10 marks)
- b) Highlight the participants in the buying process of organizational markets. (10 marks)