



# The Co-operative University of Kenya

## SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019

### EXAMINATION FOR THE DIPLOMA IN MARKETING

UNIT CODE: DMDM 1102

UNIT TITLE: CONSUMER BEHAVIOUR

**DATE: 29<sup>TH</sup> AUGUST, 2019**

**TIME: 11:30 AM – 1:30 PM**

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#### **INSTRUCTIONS:**

Answer question **ONE (compulsory)** and any other **TWO** questions

#### **QUESTION ONE**

- a) Draw the flow and discuss the decision making process (12 Marks)
- b) Examine the social and cultural factors that influence consumer purchase behavior. (6 Marks)
- c) In the buying process you will find individuals that influence the buying decision. With this in mind examine the participants involved in the buying process (12 Marks)

#### **QUESTION TWO**

- a) Adoption is the micro process concerned with the stages the consumer goes through in deciding to accept or reject a new product. Examine the 5 Stages in adoption process? (10 Marks)
- b) Define motivation. (2 Marks)
- c) Discuss Maslow's Hierarchy of needs in relation to consumer motivation. ( 8 Marks)

#### **QUESTION THREE**

- a) Define Consumer Attitudes? (2 Marks)
- b) In every purchase a consumer goes through a decision making process, the purchase can either be of high or low involvement. Discuss high and low involvement decision making process in consumer behavior. (6 Marks)
- c) Critically examine the list of values (LOV), as discussed in consumer behavior? (12 Marks)

#### **QUESTION FOUR**

- a) Discuss why it is important for a marketer to understand consumer behavior when developing a marketing plan. (12 Marks)
- b) Discuss the different types of buying decision behavior. (8 Marks)