

SECTION A (32 marks)

Answer ALL the questions in this section in the spaces provided after each question.

1. Identify **three** factors that may influence the consumers perception of a certain product. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

2. State **three** ways in which a marketer may ensure that consumers remember his products. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

3. One of the categories of innovation adopters is the innovator. Identify **three** characteristics of the innovator. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

4. State **four** circumstances under which a consumer may purchase a product as a matter of routine. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

5. Identify **four** types of information that a marketer should give to a buyer who purchases a product for resale. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

6. State **four** characteristics of industrial markets. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

7. Give **three** reasons why negotiations in the industrial buying process tend to be long. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

8. State **two** likely motives of an industrial buyer. (2 marks)

- (i) _____
- (ii) _____

9. State **three** factors that may influence a consumer's lifestyle. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

10. State **three** benefits that a marketer may derive from an understanding of how consumers evaluate a brand. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____

SECTION B (68 marks)

*Answer any **FOUR** questions from this section in the spaces provided after question 15.
ALL questions carry equal marks.*

11. (a) Outline **six** ways in which a marketer may motivate consumers to buy a certain product. (9 marks)
- (b) Outline **four** factors that make it difficult for a salesperson to reach the people involved in decision making in organizational buying. (8 marks)
12. (a) Describe **four** parties involved in the organizational buying process decision making. (8 marks)
- (b) Explain **six** factors that may influence the consumer's ability to choose an alternative product. (9 marks)
13. (a) Describe **six** characteristics of consumer markets. (9 marks)
- (b) Explain **four** organizational factors that influence the selection of a supplier of goods to the organization. (8 marks)
14. (a) Explain **six** factors that may lead to conflicts among the members of the Decision-Making Unit in household buying process. (8 marks)
- (b) Highlight **six** factors that may influence a consumer's choice of where to buy. (9 marks)
15. (a) Outline **six** product features that a consumer may consider when buying a household equipment. (9 marks)
- (b) Explain **four** reasons why a buyer should take time to clearly understand his need. (8 marks)