

CONSUMER BEHAVIOR.

SECTION A (32 marks)

Answer ALL the questions in this section in the spaces provided.

1. State **two** ways in which the study of consumer behaviour is beneficial to a marketer. (2 marks)
 - (i) _____
 - (ii) _____

2. State **three** circumstances under which a consumer would choose to undertake an external search for information on a product to satisfy a newly discovered need. (3 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____

3. List **four** situational factors that influence the purchase decision process of a consumer. (4 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____

4. State **three** factors that determine the rate of adoption of a new product. (3 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____

5. List **four** ways in which new products would be categorised on this basis. (4 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____

6. Identify **three** types of organizational buyers in a market. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
7. State **three** roles of the “buyer” as a member of the buying centre in organizational buying. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
8. State **three** advantages of the straight rebuy method of organizational buying. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
9. Identify four external sources from which organizational buyers would get information about potential suppliers. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
10. Identify **three** types of persons who may be used as opinion leaders by a marketer of consumer goods. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____

SECTION B (68 marks)

*Answer any **FOUR** questions from this section.
All questions carry equal marks.*

11. (a) There are certain emerging factors that have been influencing consumer buying behaviour.
Highlight **six** such factors. (9 marks)
- (b) Innovators are usually the focus of marketers in their efforts to facilitate the adoption process of new products.
Describe **four** characteristics of such innovators. (8 marks)
12. (a) Outline **six** characteristics of the buying process for industrial goods. (9 marks)
- (b) Explain **four** possible reactions of a consumer who is dissatisfied with a purchased product. (8 marks)
13. (a) Highlight **six** criteria that an organization should consider in making a buying decision. (9 marks)
- (b) Explain **four** roles that the children in a family might play in the decision making process of buying a family house. (8 marks)
14. (a) Outline **six** reasons that may account for the increased use of online buying in organizational markets. (9 marks)
- (b) Explain **four** stages in the consumer adoption process that a marketer should be aware of. (8 marks)
15. (a) Highlight **six** phases in the family life cycle that influence consumer behavior. (9 marks)
- (b) Outline **four** categories of workers who can play the role of gate keeper in organizational buying. (8 marks)