

1902/201  
CONSUMER BEHAVIOUR  
November 2017  
Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**  
**CRAFT CERTIFICATE IN SALES AND MARKETING**

**MODULE II**

**CONSUMER BEHAVIOUR**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of FIFTEEN questions in TWO sections; A and B.  
Answer ALL the questions in section A and any FOUR questions from section B.  
Write your answers in the answer booklet provided.  
Candidates should answer the questions in English.*

**This paper consists of 3 printed pages.**

**Candidates should check the question paper to ascertain that  
all the pages are printed as indicated and that no questions are missing.**

**SECTION A (32 marks)**

*Answer ALL the questions in this section.*

1. State **three** types of needs which have emerged as a result of consumer's cultural shift towards better health and fitness. (3 marks)
2. List **four** instances when consumers engage in complex buying behaviour. (4 marks)
3. Outline **three** reasons when consumers gather information before buying a product. (3 marks)
4. State **three** ways in which reference groups influence a person's buying behaviour. (3 marks)
5. List **three** examples of external stimuli which may trigger a consumer's need for a product. (3 marks)
6. State **three** actions which a buyer may take after carrying out a review of supplier's performance. (3 marks)
7. Outline **four** factors that hinder some firms from buying products online. (4 marks)
8. State **three** roles of buyers in the organization buying process. (3 marks)
9. List **three** characteristics of the new task buying situation in organizational buying. (3 marks)
10. State **three** roles of industrial buyer organizations. (3 marks)

**SECTION B (68 marks)**

*Answer any FOUR questions from this section.*

11. (a) Mara Limited sells its products mainly to business organizations. Describe **four** such organizations. (8 marks)
- (b) City Limited does all its procurement electronically. Outline **six** advantages of using this method. (9 marks)
12. (a) Peak Limited manufactures energy saving batteries. Explain **four** characteristics of the batteries which may influence their adoption by consumers. (8 marks)
- (b) Outline **six** ways in which marketers may improve consumers' perception of their products. (9 marks)

13. (a) Mr. Jones is intending to buy a house. Explain **four** psychological factors which may influence his choice of a house. (8 marks)
- (b) Outline **six** characteristics of organizational markets. (9 marks)
14. (a) Explain **four** factors which may influence industrial buying behaviour. (8 marks)
- (b) Explain **six** considerations which an organization should put in place when searching for suppliers. (9 marks)
15. (a) Explain **four** factors relating to family life which may influence buyer behaviour. (8 marks)
- (b) Explain **six** reasons why marketers should understand the consumer adoption process. (9 marks)

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