

1902/201  
CONSUMER BEHAVIOUR  
November 2022  
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 15 (FIFTEEN) questions in TWO sections; A and B.  
Answer ALL the questions in Section A and any FOUR questions from Section B 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 **four** types of product resellers in a market. (4 marks)
2. List **three** characteristics of laggards in the new product adoption process. (3 marks)
3. State **three** social factors that may influence a consumer's buying decisions. (3 marks)
4. Highlight **three** ways in which personality may hinder a consumer's purchase behaviour. (3 marks)
5. State **three** ways of reducing dissonance among consumers. (3 marks)
6. List **three** reasons that may slow the adoption rate of an innovation. (3 marks)
7. List **four** situational factors that may influence consumer buying. (4 marks)
8. State **three** circumstances under which a firm may opt to change its suppliers. (3 marks)
9. List **three** gatekeepers that a buyer may interact with in the buying process. (3 marks)
10. List **three** experiential sources of information about a product. (3 marks)

**SECTION B (68 marks)**

*Answer any FOUR questions from this section.*

11. (a) Explain **six** personal factors that may influence a consumer's purchase behaviour. (9 marks)  
(b) Explain **four** ways in which a firm may reduce perceived risks of buyers when purchasing industrial products. (8 marks)
12. (a) Outline **six** reasons why marketers study consumer behaviour. (9 marks)  
(b) Explain **four** psychological factors that may influence a consumer's buying decisions. (8 marks)
13. (a) Outline **six** characteristics of opinion leaders that may be helpful to marketers in product promotion. (9 marks)

- (b) Explain **four** decisions that an industrial goods seller makes at the order routine specification stage of the business buying process. (8 marks)
14. (a) Messo Limited is implementing strategies aimed at changing consumer's negative attitudes towards its products. Outline **six** such strategies. (9 marks)
- (b) Explain **four** features of consumer markets. (8 marks)
15. (a) Ms. Mboka, is considering buying a photocopier. Outline **six** considerations that she will make before the purchase. (9 marks)
- (b) Describe **four** roles played by children in the consumer buying process. (8 marks)

**THIS IS THE LAST PRINTED PAGE.**

*easyvet.com*