

1902/201
CONSUMER BEHAVIOUR
July 2023
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 **three** reasons why organisational buying requires more extensive negotiation. (3 marks)
2. List **three** roles of buyers in the organizational buying process. (3 marks)
3. State **three** types of conflicts that may occur within a buying centre. (3 marks)
4. List **four** primary groups that may influence a person's buying behaviour. (4 marks)
5. State **three** ways in which reference groups may influence the members' buying behaviour. (3 marks)
6. List **four** details about a product that a consumer may need before buying it. *examples available Descriptive Uses* (4 marks)
7. List **three** reasons why marketers should monitor post purchase behaviour of customers. (3 marks)
8. State **three** advantages of selling products through super markets. (3 marks)
9. List **three** ways in which packing products in different sizes can increase the rate of adoption. *make it easy for customer to choose gives clear info about the product to avoid confusion* (3 marks)
10. List **three** individual factors that may influence industrial buyer behaviour. (3 marks)
*Age
Culture
Personality
Perceptions
Attitude*

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **six** reasons why organizational buyers buy directly from manufacturers. (9 marks)
- (b) Explain **four** ways in which occupation and economic circumstances influence a person's buying behaviour. (8 marks)
12. (a) Outline **six** strategies that consumers adopt to minimize perceived risks when buying a product. (9 marks)
- (b) Explain **four** problems that an organization may face if it sells products to uninformed customers. (8 marks)

- * 13. (a) Outline **six** product attributes that may influence its rate of adoption positively. (9 marks)
- (b) Describe **four** types of impulse purchases that a marketer should be aware of. (8 marks)
14. (a) Outline **six** factors that may influence where a consumer buys a product. (9 marks)
Psychological factors: Cultural, Personal, Economic, Personal, Social.
- (b) Explain **four** disadvantages of selling products to government departments. (8 marks)
15. (a) Outline **six** problems that an organization may face if it buys products from an unsuitable supplier. (9 marks)
- (b) Describe **four** instances when a marketer may offer guarantees when selling a product. (8 marks)

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