

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**CONSUMER BEHAVIOUR – CBU 2106**

**FINAL EXAMINATION – APRIL 2009**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- (i) Answer question **ONE** (1) and any other **THREE** (3) questions
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

**SECTION A**

**QUESTION 1 (COMPULSORY)**

Its been two years since Nkosi gave up smoking, drinking and junk food. He now devotes the same enthusiasm to “working out”. Nkosi has become a dedicated aerobics fanatic. Participating in this form of exercise has become so important to Nkosi tht he now structures his entire life around his training regime. He even decided to forego an important French class he would have liked to have taken because it was scheduled for the same time he attended his daily aerobics sessions.

Nkosi has become so engrossed in the sport that his friends hardly see him. He spends most of his free time reading magazines dedicated to aerobics, shopping for special equipment such as aerobics running shoes and lycra tights for training or travelling to special events all over the SADC region.

His girlfriend complains that lately he is looking at himself in the mirror more than he looks at her.

Nkosi remains committed. He is nothing if not dedicated to his sport.

Adapted from :Consumer Behaviour :A European perspective. Michael Solomon, Gary Bamossy & Soren Adkegaard pg 92.

## **QUESTIONS**

- (a) Describe Nkosi's value systems. **[5 Marks]**
- (b) How would Nkosi use Classical Conditioning to lure his friends to join his hobby of aerobics? **[15 Marks]**
- (c) Using B.F. Skinner's Instrumental Conditioning, how can Nkosi entice his girlfriend to appreciate aerobics? **[15 Marks]**
- (d) Describe how normative compliance would affect Nkosi's future decision? **[5 Marks]**

**TOTAL MARKS 40**

## **SECTION B**

### **QUESTION 2**

From what discipline does consumer behaviour borrow some aspects **[20 Marks]**

### **QUESTION 3**

Assume you are a consultant for a marketer who wants to design a new range of leather jackets targeted at an affluent market. What aspects of id, ego and super ego will you recommend? **[20 Marks]**

### **QUESTION 4**

Using the Engel, Kollat and Blackwell (EKB) model, explain the decision making process that consumers go through in High Involvement Purchasing. **[20 Marks]**

### **QUESTION 5**

Discuss the manner in which purchasing patterns change during the family life cycle. **[20 Marks]**

**QUESTION 6**

Briefly explain each of the following terms:

- (a) Opinion leadership [5 Marks]
- (b) Routinised response behaviour [5 Marks]
- (c) Consumer Psychographics [5 Marks]
- (d) Cultural beliefs, values and norms [5 Marks]

**END OF EXAMINATION**