

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

CONSUMER BEHAVIOUR – CBU 2106

SUPPLEMENTARY EXAMINATION - OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **four (4)** questions.
- (ii) All questions carry **(25)** marks each.
- (iii) Questions may be answered in any order.
- (iv) As much as possible, use relevant examples.

QUESTION 1

Discuss reasons for _____ that an understanding of consumer behaviour is the foundation for developing marketing strategies. **[25 Marks]**

QUESTION 2

Describe the types of consumer involvement. Give examples to illustrate the answer. **[25 Marks]**

QUESTION 3

How does culture affect the marketers of goods and services? **[25 Marks]**

QUESTION 4

Describe at least four Gestalt psychology principles that marketers use to gain consumer attention. **[25 Marks]**

QUESTION 5

Comment briefly on each of the following:

- a) Psychographic analysis [5 Marks]
- b) Consumer attitudes [5 Marks]
- c) Consumer lifestyle [5 Marks]
- d) Perception organisation [5 Marks]
- e) Consumer needs [5 Marks]

QUESTION 6

Using practical examples, illustrate how far marketers in Zimbabwe have attempted to use the reference group concept as a marketing tool.

[25 Marks]

QUESTION 7

Giving appropriate examples and assumptions, discuss how you would formulate different marketing strategies appropriate to the various stages of a family life style.

[25 Marks]

END OF EXAMINATIONS