

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MSC IN MARKETING
INDUSTRIAL AND CONSUMER BUYER BEHAVIOUR - CBU 5104
SUPPLEMENTARY EXAMINATION FEBRUARY 2008
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS

- Answer any three questions in Section A and any two questions from Section B.
- Credit will be awarded for use of relevant examples.

Section A

Question 1

A marketing trainee in your organisation has suggested the use of reference groups and opinion leaders in promoting your products. How would you respond to the suggestion?
[20]

Question 2

Illustrate by use of examples how marketers use Gestalt Psychology in marketing of their products.
[20]

Question 3

- (a) Using a model of your choice, discuss the decision making stages that a couple with school-going children would go through in purchasing a family car. [14]
- (b) What can a marketer do to influence the decision making process [6]

Question 4

Briefly explain the following consumer behaviour concepts:

- (a) Inter-disciplinary science
- (b) Selective attention
- (c) High involvement
- (d) Cognitive learning
- (e) Attitude formation

Section B

Answer any two questions in this section

Question 5

A business marketer who identifies organizational screening requirements and the salient evaluative criteria of individual buying centre members can make more informed product designs and communication decisions.

- (a) Discuss the methods that a buying organisation can use to evaluate potential suppliers and to evaluate the performance of a supplier. **[12]**

- (b) Why do the evaluative criteria differ among different members of the buying center? **[8]**

Question 6

- (a) What makes organizations go for long term relationships with their suppliers rather than stick to transactional relationships? **[6]**
- (b) What factors would a buying organisation consider before going into long term relations with suppliers? **[8]**
- (c) Discuss the challenges that buying organizations in long term relationships face. **[6]**

Question 7

Models of organizational buyer behaviour are of little relevance to industrial marketers. Analyse this statement using two models to support your argument. **[20]**