

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 325: CONSUMER BEHAVIOUR**

**STREAMS: BCOM (ODEL)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 21/07/2021**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

- **Answer question ONE and any other TWO questions.**
- **Do not write on the question paper.**

**QUESTION ONE**

- (a) Consumer behaviour entails the cumulative decisions that take place within and outside the consumer in relation to purchase decision making.

Required

- (i) Discuss the consumer purchase decision making process and its importance in understanding consumer behaviour. (10 marks)

- (ii) Explain the importance of studying consumer behaviour. (8 marks)

- (b) Discuss personnel factors pointing out how they influence consumer behaviour. (12 marks)

- (c) As a CEO of a company you have been requested by the Board of Directors to enlighten them on the trends influencing consumer behaviour. What would be the contents of your presentation? (10 marks)

**QUESTION TWO**

- (a) With the aid of appropriate examples, discuss the concept of personality pointing out how it aids understanding of consumer behavior. (12 marks)

- (b) Explain the major barriers to communication between the consumer and the marketer. (8 marks)

**QUESTION THREE**

As a marketing expert you have been requested by Kimarum Company Ltd to assist them understand the market environmental factors that influence consumer behavior. Discuss the factors that you would consider. (20 marks)

**QUESTION FOUR**

- (a) Briefly explain the social factors that influence consumer behaviour. (10 marks)
- (b) Consumerism reflects a shift of culture from producer oriented society to consumer oriented society. In view of this statement, explain the rights of consumers in relation to the markets or company. (10 marks)
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