

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION**

**MBAD 872: CONSUMER BEHAVIOUR**

**STREAMS: MBAD**

**TIME: 3 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**2.30 PM – 5.30 PM**

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**INSTRUCTIONS:**

**ANSWER ALL QUESTIONS**

**Question One**

Supposing you own a large printing company and have an opportunity to bid for Kenya government contract to supply stationary. Explain the organizational and individual factors that would influence the supplier selection process. [20 marks]

**Question Two**

- (a) Differentiate between consumer and business markets. [5 marks]
- (b) Identify and explain five factors that influence the amount of search performed by consumers in a typical decision making process. [5 marks]
- (c) Briefly explain the effect of social class on consumption. [10 marks]

**Question Three**

A person buying behavior is the result of interplay of cultural and personal factors. Discuss using appropriate illustrations. [20 marks]

**Question Four**

- (a) Briefly explain the consumer decision model by Howard and Sheth and its significance to the study of consumer behavior. [12 marks]

- (b) Describe the functions of customer relationship management in consumer markets. [8 marks]

**Question Five**

The government of Kenya is to build a new stadium. What would the buying decision by the relevant department involve. [20 marks]

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