



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MAY/JUNE 2012 EXAMINATION**

MKT824: Consumer Behaviour (2 CR)

TIME ALLOWED: 2Hours

INSTRUCTION(S): Attempt any three questions of your choice. Each question carries 23.3 marks. Present your answer legibly and logically using relevant examples.

1. a. Explain the six marketing application areas of consumer behaviour
b. Discuss the three perspectives in the study of consumer behaviour.
2. a. Define motivation.
b. Identify six McGuire's psychological motives.
c. Discuss the four roles of motives in understanding consumer behaviour.
3. a. Discuss the three major personality theories.
b. Describe how personality theories have stimulated marketing interest in the study of consumer personality.
4. a. From a marketing perspective, define consumer learning.
b. Explain the three types of learned behaviour.
c. Discuss the five general characteristics of consumer learning.
5. a. Identify the essential features for understanding the culture of consumers.

- b. Discuss the four major marketing decision areas that are affected by cultural changes.