



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
JULY 2017 EXAMINATION

Course Code: MKT 823

Credit Unit: 3 units

Course Title: CONSUMER BEHAVIOUR

Time Allowed: 2 ½ Hours

Instruction: Attempt question (1) and any three others. Question (1) carries 25 marks while others carry 15 marks each. Present your answer legibly and logically using relevant examples.

1. a. **LIST AND DISCUSS THE FOUR MODELS OF CONSUMERS DECISION MAKING THAT SEEK TO EXPLAIN HOW AND WHY INDIVIDUALS BEHAVE AS THEY DO.**

(16 Marks)

B. DESCRIBE THE 3 STAGES OF CONSUMER DECISION MAKING AS PRESENTED IN AN OVERVIEW MODEL OF CONSUMER DECISION MAKING THAT REFLECT THE COGNITIVE CONSUMER AND TO SOME DEGREE, THE EMOTIONAL CONSUMER.

(9 marks)

TOTAL OF 25 MARKS

2. A. **LIST ANY THREE OF THE FOUR VARIABLES NEEDED FOR MARKET SEGMENTS TO BE VIABLE.**

3 Marks

B. DISCUSS THE EIGHT STEPS INVOLVED IN THE MARKET-SEGMENTATION PROCESS.

1.5 Marks Each=12 Marks

TOTAL OF 15 MARKS

3. A. **IDENTIFY THE ESSENTIAL 8 FEATURES FOR UNDERSTANDING THE CULTURE OF CONSUMERS**

8 Marks

B. DISCUSS THE FOUR MAJOR MARKETING DECISION AREAS THAT ARE AFFECTED BY CULTURAL CHANGES.

7 Marks

TOTAL OF 15 MARKS

4. A. FROM A MARKETING PERSPECTIVE DEFINE CONSUMER LEARNING

2 Marks

B. EXPLAIN THE THREE TYPES OF LEARNED BEHAVIOUR.

3 Marks

C. DISCUSS THE FIVE GENERAL CHARACTERISTICS OF CONSUMER LEARNING.

10 Marks

TOTAL OF 15 MARKS

5. A. DISCUSS THE FOUR PREMISES ON WHICH MASLOW'S HIERARCHY OF NEEDS MOTIVATION THEORY IS BASED THAT HAVE IMPLICATIONS FOR CONSUMER BEHAVIOR.

1 Mark Each=4 Marks

B. LIST THE PRODUCTS THAT MARKETERS CAN USE TO MEET CONSUMER NEEDS AT THE DIFFERENT LEVELS OF MASLOW'S HIERARCHY OF NEEDS.

11 Marks

TOTAL OF 15 MARKS

6. A. DISCUSS THE THREE MAJOR PERSONALITY THEORIES

6 Marks

B. DESCRIBE HOW PERSONALITY THEORIES HAVE STIMULATED MARKETING INTEREST IN THE STUDY OF CONSUMER PERSONALITY

9 Marks

TOTAL OF 15 MARKS