

NATIONAL OPEN UNIVERSITY OF NIGERIA 14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS SCHOOL OF MANAGEMENT SCIENCES SECOND SEMESTER EXAMINATION

Course Code: MKT 824 Credit Unit: 2 units

Course Title: Consumer Behaviour

Time Allowed: 2 Hours

DATE: FRIDAY 25TH JANUARY, 2013

Instructions: 1. Attempt question number one (1) and any other two (2).

2. Question number 1 is compulsory and carries 30 marks

while the other 2 questions carry 20 marks each.

3. Present all your points in coherent and

orderly manner

- 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.

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