



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION
EXAM QUESTIONS

COURSE CODE: MKT 823

CREDIT UNITS: 3UNITS

COURSE TITLE: CONSUMER BEHAVIOUR

TIME ALLOWED: 2 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. Consumer behaviour is often said to be multidisciplinary in nature. Highlight the behavioural sciences disciplines that have most contributed to our understanding of consumer behaviour.
B. Mention three major perspectives for understanding the behaviour of consumers.
C. Explain the major marketing applications of an understanding of consumer behaviour.
(25 marks)
- 2) a. Define market segmentation and identify the various steps involved in conducting it.
b. List and explain the criteria for viable market segmentation. (15 marks)
- 3) A. Discuss the three major personality theories.
B. Describe how personality theories have stimulated marketing interest in the study of consumer personality. (15 marks)
- 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. (15 marks)
- 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.
(15 marks)
- 6) A. Define Motivation and Identify McGuire's Psychological Motives.
B. Discuss the role of motives in understanding consumer behaviour. (15 marks)