



# REFORMED CHURCH UNIVERSITY

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## FACULTY OF COMMERCE BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

### CONSUMER BUYER BEHAVIOUR

#### HMKT 201

#### Part 2 Semester 1 Examination

**Total Marks (100)**

DATE: OCTOBER 2024

Time: 3 Hours

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### INSTRUCTIONS

- 1 This paper has *six (6)* questions
- 2 Answer Question on *(1)* and any other *three (3)*
- 3 Each question carries *25 marks*
- 4 Start each question on a new page

### Question 1

Explain the key factors to be considered by marketing managers in order to segment consumer markets? (25 marks)

### Question 2

Discuss Maslow's Hierarchy of Needs highlighting the value of the theory to marketing management (25 marks)

### Questions 3

Discuss the main factors which can influence the way customers perceive products and services available in the marketplace (25 marks)

### Question 4

Examine the impact of consumer behavior in influencing sales projection in an organization of your choice. (25 marks)

### Question 5

Discuss the role of consumer attitudes in effective marketing of a specific product of your choice. (25 marks)

### Question 6

Explain the following terms as applied to the study of consumer behaviour :

- a) Membership groups (8 marks)
- b) Laggards (8 marks)
- c) Informal groups (9 marks)

**END OF PAPER**

