



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

CONSUMER BUYER BEHAVIOUR

HMKT 201

Part 2 Semester 1 Examination

Total Marks (100)

Due: 2024

Time: 3 Hours

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
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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 factors that could influence relationships between consumer attitudes and consumer behaviour. (25 marks)

Question 5

Examine the relative advantages and limitations of in-depth interviews and group discussions for an investigation into the consumer perceptions of a new brand of cosmetics. (25 marks)

Question 6

As a newly appointed marketing manager, you have been asked to explain the following terms to your staff:

- a) Innovators (5 marks)
- b) Laggards (5 marks)
- c) Informal groups (5 marks)
- d) Formal groups (5 marks)
- e) Reference groups (5 marks)

END OF PAPER