



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

CMA206 COURSE CODE : CMA206
COURSE TITLE : CONSUMER BEHAVIOUR
DURATION : 3 Hours
DATE : 26 OCT 2021

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

QUESTION 1

Needs are aroused by stimuli otherwise they do not manifest themselves. Discuss any 4 types of arousal. (25 marks)

QUESTION 2

Identify any 4 external Factors influencing Zimbabwean consumer behaviour. (25 marks)

QUESTION 3

Why is understanding of the family cycle important in the study of consumer behavior? (25 marks)

QUESTION 4

Behavioural learning theories assume that learning takes place as the result of responses to external events. Account for the instrumental conditioning theory as applied in consumer behaviour. (25marks)

QUESTION 5

Demonstrate how you would measure the impact of Opinion Leaders. (25 marks)

Question 6

Advise an organisation on how to use Absolute Threshold principle. (25 marks)

End of paper