

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

COURSE: CONSUMER BEHAVIOUR

COURSE CODE: CMA 206

DURATION: 3 HOURS

23 January 2019

### INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

### QUESTION 1

Chicken Inn is a popular fast food outlet in Zimbabwe. Based on your understanding of consumer behaviour, demonstrate how the organisation has utilized the marketing strategies of segmentation, positioning and target marketing. **(25 marks)**

**(Total 25 marks)**

### QUESTION 2

Attitude formation is critical to consumers developing favorable mindset towards products and services. Explain the tricomponent attitude model. **(25 marks)**

**(Total 25 marks)**

### QUESTION 3

Elaborate how the FOUR models of consumer behaviour can contribute to the development of marketing campaigns. **(25 marks)**

**(Total 25 marks)**

### QUESTION 4

Write short notes on the following principles of consumer behaviour;

- a) Personality (5)
- b) Self-image (5)
- c) Motivation (5)
- d) Culture (5)
- e) Dissonance (5)

**(Total 25 marks)**

### QUESTION 5

With reference to a product of your choice describe the consumer decision making process and its impact on marketing approaches. **(25 marks)**

**(Total 25 marks)**

**END OF PAPER**