



# ZIMBABWE EZEKIEL GUTI UNIVERSITY

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## FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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### DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

### EXAMINATION PAPER

**COURSE CODE** : CMA206  
**COURSE TITLE** : CONSUMER BEHAVIOUR  
**DURATION** : 3 HOURS  
**DATE** : 22 September 2020 (0900-1200)

#### 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**

- a) Consumers have both innate and acquired needs. Making reference to examples you are familiar with, differentiate between these two types of needs. (10 marks)
- b) It is viewed that, 'Maslow Hierarchy of needs has been successfully used by marketers to market their product although it has limitations.' Discuss this statement with the aid of examples. (15 marks)

**Question 2**

Examine the importance of psychographic variables as a base for consumer market segmentation. (25 marks)

**Question 3**

- a) Explain the significance of culture in consumer behaviour. (10 marks)
- b) Describe the major characteristics of trait theories of personality. (7 marks)
- c) Review their usefulness in explaining consumer behaviour. (8 marks)

**Question 4**

Analyse the factors that can influence the consumer perception of products and services. (25 marks)

**Question 5**

Evaluate Maslow's Hierarchy of Needs as a theory that can assist in understanding human motivation. (25 marks)