



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA206
COURSE TITLE : CONSUMER BEHAVIOUR
DURATION : 3 Hours
DATE : 3 June 2019

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

Discuss the stages of the adoption process and outline the factors that can influence the rate of adoption of products and services. **[Total 25 marks]**

Question 2

Explain the factors effects that influence how consumers interpret stimuli in the perceptual process and give suggestions of how marketers can solve them. **[Total 25 marks]**

Question 3

- a. Discuss the marketing applications of just noticeable difference (JND). **[10 marks]**
- b. Assess the main factors influencing the intensity of searching performed by consumers in a typical decision making process **[15 marks]**

[Total 25 marks]

Question 4

Examine the impact of opinion leadership on a firms marketing strategy.

[Total 25 marks]

Question 5

Evaluate how families and television advertising can influence consumer socialization of children? **[Total 25 marks]**