



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
SPECIAL REQUIREMENTS : NONE
DURATION : 3 Hours
DATE :
19 NOV 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

Identify and explain the main determinants of consumer behaviour. **(Total 25 marks)**

QUESTION 2

Maslow's hierarchy of needs is a model that is of great importance to understanding consumer behaviour in the development of promotional campaign for products and services. Discuss.

(Total 25 marks)

QUESTION 3

- a) Briefly explaining three ways in which social class can affect consumption. **(15 marks)**
- b) Describe the importance of psychographic variables as a basis for consumer market segmentation. **(10 marks)**

(Total 25 marks)

QUESTION 4

McClelland identified three needs in the study of motivation for individuals. How this does relates to consumer behaviour dynamics. **(25 marks)**

QUESTION 5

- a) Making use of examples outline the strategies you would use to enhance consumer involvement with a product or a service. **(15 marks)**
- b) Explain the concept of opinion leadership and its marketing propositions. **(10 marks)**

(Total 25 marks)

END OF PAPER