ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE: CMA206

COURSE TITLE: CONSUMER BEHAVIOUR

DURATION: 3 hours

DATE:

INSTRUCTIONS TO CANDIDATES

1. No cellphones are allowed in the examination room
2. Answer question any 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

It is meaningless and a shear waste of time to study consumer behavior in any form of business. Discuss using practical examples. **[25 MARKS]**

Question 2

Using practical examples examine how family affect consumer's buying behavior

[25 Marks]

Question 3

Discus any 5 things from your culture which affect your buying behavior. **[25marks]**

Question 4

How is understanding of Freud Sigmund theory of importance to the manager? **25 marks**

Question 5

How would you make use of Pavlov classical conditioning to influence consumer's behavior? Make use of relevant examples. **25 marks**

END OF PAPER