



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA 215
COURSE TITLE : CONSUMER BEHAVIOUR
DURATION : 3 Hours
DATE : 01 JUL 2022

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 ONE

- a) Using examples, define the following terms:
- i) Consumer behaviour [3 marks]
 - ii) Subliminal perception [3 marks]
 - iii) Absolute threshold [3 marks]
 - iv) Vicarious learning [3 marks]
 - v) Stimuli [3 marks]
- b) Using examples, compare and contrast the following:
- i) Customer satisfaction and customer perceived value [5 marks]
 - ii) Selective attention and selective exposure [5 marks]

QUESTION TWO

Using examples, discuss the applicability of any four gestalt principles in the marketing of goods and/or services. [25 marks]

QUESTION THREE

‘Consumer perceptions are not always predictable and justifiable’. Using examples, discuss any five causes of perceptual distortions. [25 marks]

QUESTION FOUR

- a) In light of examples, briefly outline any four (4) models of man that can describe consumers. [10 marks]
- b) Using examples, discuss how the consumer decision-making process can be used as the foundational framework for marketing strategy formulation. [15 marks]

QUESTION FIVE

‘When you see customers repeatedly buying your products, it means they are happy with the products’. Using examples, evaluate this proposition in light of Dick and Basu (1994)’s Loyalty Segmentation Model. [25 marks]

*** END OF PAPER***