



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA215  
**COURSE TITLE** : CONSUMER BEHAVIOUR  
**DURATION** : 3 HOURS  
**DATE** : 01 DEC 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 1**

Using examples describe and explain briefly the following theories used in consumer behaviour

- i) Freudian Psycho-analytic theory [5 marks]
- ii) Herzberg two factor theory [5marks]
- iii) McClelland theory of motivation [5marks]
- iv) Maslow Hierarchy of needs theory [5marks]
- v) Pavlov's theory of classical conditioning [5 marks]

### **Question 2**

What is the relevance of studying consumer behaviour in this present times? , Justify its importance in terms of management. [25 marks]

### **Question 3**

The family to greater extent influences consumer behaviour, Discuss [25 marks]

### **Question 4**

Describe and explain in detail the Pavlovian learning theory and clearly show its implication to a marketer [25marks]

### **Question 5**

Using relevant examples, justify the importance of the Consumer Council of Zimbabwe [25 marks]

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