



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

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DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA 215  
COURSE TITLE : CONSUMER BEHAVIOUR  
DURATION : 3 Hours  
LEVEL : 2.1  
DATE : 11.2 APR 2023

**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

a) Making use of examples define the following terms:

- i) Consumer Behaviour (3 marks)
- ii) Latent loyalty (3 marks)
- iii) Subliminal perception (3 marks)
- iv) Absolute threshold (3 marks)
- v) Perception (3 marks)

b) Making use of examples compare and contrast the following:

- i) Rational man and Passive man (5 marks)
- ii) Actual social self-image and Ideal social self-image (5 marks)

**(Total 25 marks)**

### Question 2

Making use of examples, discuss the applicability Skinner's instrumental theory in the marketing of goods and services. **(Total 25 marks)**

### Question 3

Discuss how the consumer decision making process can be taken as a foundational strategy formulation framework in the marketing of goods and/or services.

**(Total 25 marks)**

### Question 4

a) In light of examples discuss any three (3) drivers of human personality postulated by Sigmund Freud in his psychoanalytic theory. (10 marks).

b) Making use of examples discuss any five (5) factors influencing the diffusion of innovation in the contemporary business spheres (15 marks)

**(Total 25 marks)**

### Question 5

'Behavioural learning supersedes vicarious learning as determining consumer behaviour is concerned'. Critically analyse this statement in light of different learning theories.

**(Total 25 marks)**