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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 : **08 APR 2024**

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

Making use of examples describe and explain briefly the following terms as used in consumer behaviour

i) Motivation	[5 marks]
ii) Consumer behaviour	[5 marks]
iii) Cognitive dissonance	[5 marks]
iv) Dogmatism	[5 marks]
v) Subliminal perception	[5 marks]
Total	[25 marks]

Question 2

- a) Define customer retention [5 marks]
- b) Discuss reasons why it is more expensive to gain new customers compared to retaining existing customers. Use examples to support your answer [20 marks]

Question 3

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

Question 4

Identify and discuss using practical examples the factors influencing consumer behaviour

[25 marks]

Question 5

Analyse the role of the family in decision making process [25 marks]