



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA206
COURSE TITLE : CONSUMER BEHAVIOUR
DURATION : 3 HOURS
DATE : 25 March 2021

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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) Briefly explain how changes in family dynamics are likely to affect consumer behaviour in future. (10 marks)
- b) 'The evolution of the family structure has drastically influenced changes in the decision making process.' Discuss this statement giving examples. (15 marks)

[Total 25 marks]

Question 2

Explain the major sources of information that can help influence consumer towards a purchase decision. [Total 25 marks]

Question 3

- a) Explain and illustrate the generalized model of consumer decision making process, highlighting the four major influences on this model. (10 MARKS)
- b) Evaluate the importance of using consumer decision making models (15 MARKS)

(15 MARKS)

[Total 25 marks]

Question 4

Evaluate the motivation theories that can assist in understanding human motivations behind consumer behaviour. [Total 25 marks]

[Total 25 marks]

Question 5

- a) Briefly explain how changes in culture are likely to affect consumer behaviour in future. (10 marks)
- b) 'Technology in the banking sector has drastically influenced changes in consumer behaviour.' Discuss this statement giving examples. [15 marks]

[Total 25 marks]