

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF MARKETING AND ACCOUNTING

COURSE: CONSUMER BEHAVIOUR

COURSE CODE: CMA 206

DURATION: 3 HOURS 11 JUNE 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

END OF PAPER

QUESTION 1

- a) Choose a product of your choice that is not culturally acceptable in Zimbabwe and clearly illustrate how you would market the product. (10 marks)
 - b) Explain how culture affects the implementation of effective marketing strategies. (15 marks)
- (Total 25 marks)

QUESTION 2

How can an understanding of the process of perception help executives make better marketing decisions? (25 marks)

(Total 25 marks)

QUESTION 3

Write short notes explaining the following terms:

- a) Motivation conflict (5 marks)
- b) Frustration (5 marks)
- c) Super ego (5 marks)
- d) Differential threshold (5 marks)
- e) Brand loyalty (5 marks)

(Total 25 marks)

QUESTION 4

The stimulus response theory is naïve and over simplified when applied in marketing as it suggests that any stimulus should produce a response which is a purchase. Discuss and evaluate this statement.

(25 marks)

(Total 25 marks)

QUESTION 5

- a) In the online environment which sources would you utilize to provide relevant information to consumers? (5 marks)
- b) "The attitude towards a product is a function of usage" or "the usage of a product is a function of attitude". Critically explain the statement you agree with? (20 marks)

(Total 25 marks)

END OF PAPER