

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

COURSE: CONSUMER BEHAVIOUR

COURSE CODE: CMA 206

DURATION: 3 HOURS

5 DECEMBER 2018

### INSTRUCTIONS TO CANDIDATES

6. No cell phones are allowed in the examination venue.
7. Answer ANY FOUR questions
8. Begin each question on a new page.
9. The number of marks allocated to each question or part question is shown in brackets
10. All questions carry twenty five marks

### QUESTION 1

You are a member of an advertising team assembled to develop a promotional campaign for funeral cover. Develop five campaign messages for this campaign, each based on one of the levels in Maslow's need hierarchy. **(25 marks)**

**(Total 25 marks)**

### QUESTION 2

Explain how the principle of classical conditioning be applied to the development of marketing campaigns? **(25 marks)**

**(Total 25 marks)**

### QUESTION 3

- a) As a newly appointed marketing manager, you have been asked to explain the following terms to your staff.
- i) Figure and ground **(5)**
  - ii) Diffusion of Innovation **(5)**
  - iii) Positive reinforcement **(5)**
- b) Assess the impact of group dynamics on understanding individual consumer behaviour. **(10 marks)**

**(Total 25 marks)**

### QUESTION 4

With reference to any personality theory of your choice, discuss the value of personality theory to marketing management. **(25 marks)**

**(Total 25 marks)**

### QUESTION 5

- a) Explain the term perception and discuss the factors that can influence the consumer perception of products and services. **(15 marks)**
- b) Review the components of sub-culture in relation to influencing consumer behaviour decisions. **(10 marks)**

**(Total 25 marks)**

**END OF PAPER**