



Riara School of Business
Nurturing business innovators

MAY–AUGUST 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY PROGRAMME
RMK 301: CONSUMER BEHAVIOUR
DATE: 2ND AUGUST 2023
TIME 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book
11. Fasten the supplementary pages to the inside back cover of this booklet

SECTION A (30 MARKS)

QUESTION ONE

- a) Sigmund Freud's psychoanalytic theory of personality (Freudian theory) is one of the cornerstones of modern psychology. Examine in details **THREE** component of Freudian theory that is manifest in human behavior. **(12 marks)**
- b) Describe the **FOUR** functions of attitudes in consumer behavior **(8 marks)**
- c) In learning, the process of stimulus generalization is often central to branding and packaging. This is because they attempt to capitalize on consumers' positive associations with an existing brand. Discuss any **THREE** applied strategies based on stimulus generalization. **(6 marks)**
- d) Identify any **TWO** constituents of perception as it relates to consumer behaviour **(4 marks)**

SECTION B: ATTEMPT ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO

- a) A reference group influence can take three forms: informational, normative and identification. Examine these three influences **(6 marks)**
- b) Briefly clarify **SEVEN** ways consumers tend to handle risk when it comes to purchasing products **(14 marks)**

QUESTION THREE

- a) Identify **SIX** roles of the buying center in Consumer behavior for the purchase of final products for consumptions **(12 marks)**
- b) Evaluate any **FOUR** Strategic Applications of the Multi-attribute Model **(8 marks)**

QUESTION FOUR

- a) Examine any **FOUR** factors that influence the degree to which decisions will be made jointly or one or the other spouse in a marriage context when it comes to buying behavior of a married couple **(8 marks)**
- b) Differentiate between Consumer Materialism, Fixation Consumption Behaviour and Compulsive Consumption Behaviour **(12 marks)**