

# CENTRAL UNIVERSITY



## CENTRAL BUSINESS SCHOOL

### MARKETING DEPARTMENT

SUPPLEMENTARY EXAMINATION – 2022/23

CBMK 302: CONSUMER BEHAVIOUR

LEVEL 300

CHRIST TEMPLE/MIOTSO

MARCH, 2023

2HRS 30 MIN.

STUDENT ID No. ....

#### INSTRUCTIONS

- (i) Answer section 'A' and other three (3) Questions in section 'B'
- (ii) All Answers must be provided on the Answer Sheet

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DO SO BY THE INVIGILATOR**

MICHAEL ALLAN

**SECTION 'A'**

(25 mks)

1. \_\_\_\_\_ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.

- A. The marketing concept    B. The strategic plan    C. The product influences    D. The price influences.

2. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.

- A. Brand                      B. Culture                      C. Product                      D. Price

3. In terms of consumer behaviour, culture, social class, and reference group influences have been related to purchase and \_\_\_\_\_.

- A. economic situations                      B. situational influences  
C. consumption decisions                      D. physiological influences

4. \_\_\_\_\_ is individuals and households who buy goods and services for personal consumption.

- A. The target market                      B. A market segment  
C. The consumer market.                      D. The ethnographic market.

5. Consumer purchases are influenced strongly by cultural, social, personal, and \_\_\_\_\_.

- A. Psychographic characteristics                      B. Psychological characteristics  
C. Psychometric characteristics.                      D. Supply and demand characteristics.

6. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours are called \_\_\_\_\_.

- A. Cultures.                      B. Subcultures                      C. Social classes                      D. Social factors

7. As a form of a reference group, the \_\_\_\_\_ are ones to which the individual wishes to belong.

- A. secondary groups    B. facilitative groups    C. primary groups    D. aspirational groups.

8. The \_\_\_\_\_ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- A. facilitator   B. referent actor   C. opinion leader   D. social role player

9. \_\_\_\_\_ is (are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- A. Psychographics   B. Personality   C. Demographics   D. Lifestyle

10. The basic premise of the \_\_\_\_\_ is that people's possessions contribute to and reflect \_\_\_\_\_ their identities; that is, "we are what we have."

- A. lifestyle concept   B. self-concept   C. personality concept   D. cognitive concept

11. A \_\_\_\_\_ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- A. motive   B. want   C. demand   D. requirement

12. According to Maslow's Hierarchy of Needs, the lowest order of needs are called:

- A. Self-actualization needs   B. Social needs   C. Safety needs   D. Physiological needs.

13. \_\_\_\_\_ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

- A. Readiness   B. Selectivity   C. Perception   D.  
Motivation

14. \_\_\_\_\_ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.

- A. Consumer feedback   B. Marketing information systems  
C. Market share estimates   D. Cultural values

15. \_\_\_\_\_ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.

- A. A rule      B. An attitude.      C. A belief      D. A cue.

16. Which of the following is NOT one of the five stages of the buyer decision process?

- A. Need recognition    B. Brand identification      C. Information search    D. Purchase decision

17. According to the buyer decision process suggested in the text, the first stage is known as:

- a. Awareness.    b. Information search.    c. Need recognition.    d. Demand formulation.

18. The buying process can be triggered by a(n) \_\_\_\_\_ when one of the person's normal needs—hunger, thirst, sex—rises to a level high enough to become a drive

- A. awareness      B. external stimuli    C. internal stimuli    D. experiential motivation.

19. The stage in the buyer decision process in which the consumer is aroused to search for more information is called \_\_\_\_\_

- A. information search      B. evaluation of alternatives  
C. search for needs      D. perceptual search.

20. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?

- A. Need recognition    B. Information search    C. Evaluation of alternatives    d. Purchase decision

21. Cognitive dissonance occurs in which stage of the buyer decision process model?

- A. need recognition      B. information search  
C. Evaluation of alternatives      D. post purchase behaviour.

22. All of the following are part of the adoption process that consumers may go through when considering an innovation EXCEPT:

- A. Awareness.      B. Process      C. Interest.      D. Trial.

23. With respect to adopter categories, the \_\_\_\_\_ are skeptical and they adopt an innovation only after a majority of people have tried it.

- A. early adopters<sup>1</sup>    B. early majority    C. late majority    D. laggards

24. Several characteristics are especially important in influencing an innovation's rate of adoption. \_\_\_\_\_ is the degree to which the innovation may be tried on a limited basis.

- A. Relative advantage    B. Synchronization    C. Compatibility    D. Triability.

25. While buying milk which kind of behaviour is displayed by a person?

- A. Extensive problem solving behaviour    B. Routinized buying behaviour  
C. Limited problem-solving    D. None of the above

## SECTION B

### Question 1

An opinion leader is a special source of social influence and is defined as an individual who acts as an information broker between the mass media and the opinions and behaviours of an individual or group.

- (a) i. Why is an opinion leader a more credible source of product information than an advertisement for the same product? 3mk x 5pts = 15mks
- ii. Are there any circumstances in which information from advertisements is likely to be more influential than word-of-mouth? 3mks .

(b) Define the concept of social class. BRIEFLY explain THREE ways in which social class can affect consumption. 7mks

### Question 2

- a. Explain what marketers mean by diffusion of innovation. (5mks)
- b. Discuss the factors that allow some innovations to spread more quickly than others. (20mks)

### Question 3

Adopters can be classified into five groups based on the time when they adopt an innovation. Identify and explain these five categories. 25mk

### Question 4

Select any consumer durable of your choice and explain the main stages a consumer will go through in buying such a product.

Support your answer with an example of your choice. 25mk

### Question 5

Abraham Maslow hypothesized that within every human being there exists a hierarchy of five needs.

- a. Identify and explain these five level of needs as propounded by Maslow. 20mks
- b. What are the shortcomings of his theory? 5mk