



**CENTRAL
UNIVERSITY**

SUPPLEMENTARY EXAMINATION MAY, 2021

DEPARTMENT OF MARKETING
CONSUMER BEHAVIOUR
LEVEL 300
COURSE CODE: CBMK 302
MIOTSO/ MATAHEKO

INSTRUCTIONS

Answer any **THREE** questions

TIME: 2 hrs.

M. Allan

INSTRUCTIONS

Answer **THREE** questions

1. (a) 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.

i. Why is an opinion leader a more credible source of product information than an advertisement for the same product? **8mks**

ii. Are there any circumstances in which information from advertisements is likely to be more influential than word-of-mouth? **6mks**

(b) Define the concept of social class. BRIEFLY explain THREE ways in which social class can affect consumption. **11mks**

2. Discuss why an understanding of consumer needs is important for marketing strategy. Explain specific ways in which an understanding of needs can be used to influence consumers. Provide an example to illustrate your answer. **25mks**

3. Explain the cultural and sub-cultural factors that a company must consider when going across borders. Use appropriate examples to appraise your answer. **25mks**

4. Using an example, identify and illustrate what happens during each of the five stages of the adoption process. **25mks**

5. Identify and explain the different stages of the buying process that a consumer goes through. Support your answer with an example of your choice. **25mks**

6. Outline the main roles in a decision-making unit and explain how an understanding of this can help a sales representative contacting a corporate client for the first time. **25mks**