

CENTRAL UNIVERSITY



2017 / 2018 ACADEMIC YEAR
SECOND SEMESTER EXAMINATION,
LEVEL 300 RESIT EXAMS
MARCH, 2018

CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
CONSUMER BEHAVIOUR
COURSE CODE: SBMK302
MIOTSO & MATAHEKO; MORNING, AFTERNOON &
WEEKEND
TIME DURATION: **TWO AND HALF (2 ½) HOURS**
EXAMINER: JOSHUA DOE

INSTRUCTIONS

Answer ANY FOUR questions.

**DO NOT TURN THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO
BY THE INVIGILATOR**

1. a. With a relevant example from the Ghanaian tertiary institution, identify and explain how consumers decide on how to buy a university education, using the five stage model of consumer decision making. (15 marks)
b. There are generally four views or models of consumer decision making. Identify and explain these four views with relevant examples. (10 marks)
2. You have been appointed as the new marketing manager of a Bank. Identify and explain the factors that can help with the diffusion of a product like E-switch in Ghana. (25 marks)
3. a. Identify and explain the various participants in the family decision making process and how it can affect marketing decisions. (15 marks)
b. What are the factors that affect reference group influence in a family decision making? (10 marks)
4. a. Perceptual Interpretation is how the customer selects to interpret information. Certain factors however give rise to perceptual distortions. What factors are these? (15 marks)
b. Identify and explain any five defense mechanisms that consumers resort to when they fail to achieve a goal. (10marks)
5. Azonto housing limited is a real estate who has specialised in providing water front housing for prospective home owners. It has just introduced foldable housing units into Ghana. These houses can be folded and transported to other locations for reassemble. Identify and explain any five forms of risks the customers of Azonto limited may perceive, and how these risks can be overcome by consumers. (25 marks)