



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST - DECEMBER 2018 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CMK 411: CONSUMER BEHAVIOUR**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Consumer research is used to obtain information about consumers, such as what they buy, where they buy, how they use the products they buy and how they dispose the remains. Discuss five methods that can be used to obtain qualitative data about consumers **(15 marks)**
- b) Explain how the psychoanalytic theory of motivation influences consumption behavior **(15 Marks)**
- Q2. Describe the consumer decision making process for the purchase of extensive problem solving products and elaborate on five psychological variables that influence the outcome of this process **(20 Marks)**
- Q3. Consumer behavior is interdisciplinary. Discuss five fields from which consumer behavior is borrowed from and explain the contribution of each of these fields to the study of consumer behavior **(20 Marks)**
- Q4. a) Negative attitudes of consumers can affect an organization's sales. When this happens, the negative attitudes have to be changed. Use relevant illustrations to explain five approaches that can be used to change unfavorable attitudes **(10 Marks)**
- b) Consumers often perceive risks when buying products. Advise your firm on five methods of dealing with this risk perception **(10 Marks)**

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