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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR  
THIRD YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)**

Date: 11<sup>th</sup> April, 2019  
Time: 11.00am – 1.00pm

**KBA 317 - CONSUMER BEHAVIOUR**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE(30 MARKS)**

- a) Explain the situational factors that influence consumer involvement in marketing. (4 marks)
- b) Highlight the problems in cross cultural marketing. (4 marks)
- c) Propose the marketing strategies adopted by various firms to sustain rapid market share (6 marks)
- d) The economic model of consumer behaviour is uni-dimensional. It is based on certain predictions of buying behaviour. Identify these predictions. (4 marks).
- e) Briefly explain the biases in the perceptual process of consumer behaviour. (6 marks).
- f) Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. Identify the reasons why a firm needs to analyse buying behaviour of its consumers (6 marks).

**QUESTION TWO (20 MARKS)**

- a) Illustrate the steps involved in consumer decision making process in organizations today (10 marks)
- b) Analyse the marketing implications of consumer Behaviour (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the factors affecting consumer motivation. (8 marks)
- b) Illustrate the Stages of the Consumer Buying Process. (12 marks)

**QUESTION FOUR (20 MARKS)**

- a) Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment. Discuss these factors. (10 marks)
- b) Disposable personal income represents potential purchasing power that a buyer has. Analyse the situations that it depends on. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Examine the elements of the perception process that influence the behaviour of customers and consumers in organizations. (10 marks)
- b) Illustrate the product positioning process in the marketing process. (10 marks)