

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

MBAD 862: CONSUMER BEHAVIOUR

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: THURSDAY 07/10/2021

11.30 A.M. – 2.30 P.M.

INSTRUCTIONS:

- **Answer four questions**
- **Do not write on the question paper**

Question one

An NGO operating in XYZ county plans to construct a hospital and purchase an ambulance to support the health care system at a cost of 110 million. The local community has fully supported the project, on condition that there is transparency and accountability. The NGO has appointed you as project manager to assist in assessing the project feasible.

Required

- a) As an expert in consumer/buyer behavior explain how you would go purchasing the ambulance for the hospital. (15 marks)
- b) Discuss the major external factors that factors that may influence your decision making. (15 marks)

Question two

There are various models that help scholars to understand consumer behavior. Discuss any two such models citing their strength and weakness. (20 marks)

Question three

You are a marketing executive of a new smartphone brand targeting University students.

Required

- a) Explain how cultural factors are likely to influence student preference for the smart phone. (10 marks)
- b) Demonstrate how group influence and leadership are likely to influence the students purchase decision. (10 marks)

Question four

- a) Discuss the various types of buyer behavior exhibited by consumers. (12 marks)
- b) Explain the significance of communication in understating consumer behavior. (8 marks)

Question five

- a) Discuss the concept of consumerism pointing out the rights of a consumer in relation to the marketers' responsibility.
- b) Explain the arguments in favour of corporate social responsibility.

Question six

Briefly explain the influence of the following factors on consumer behavior

- a) Personality factors. (15 marks)
 - b) Beliefs. (5 marks)
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