



NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES

2021_1 EXAMINATION

COURSE CODE: MKT 303

COURSE TITLE: CONSUMER BEHAVIOUR

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other three (3) questions; four questions in all
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

QUESTION 1

- a. List and expatiate the five – stage model of consumer decision making process. (20 marks)
- b. What is Self-concept and Lifestyle? (5 marks)

QUESTION 2

- a. Explain the psychological factors that influences the consumers on how to interpret and use the information for their purchase decisions. (10 marks)
- b. What is Social Marketing? (5 marks)

QUESTION 3

- a. Discuss any three different types of consumers you know (9 marks)
- b. Explain two causes of Satisfaction (6 marks)

QUESTION 4

- a. What are certain decisions that marketers must make in designing the message? (12.5 marks)
- b. Explain Macro Marketing. (2.5 marks)

QUESTION 5

- a. Explain the factors that affect the decoding and the comprehension of persuasive messages. (7.5 marks)
- b. List five topics that Consumer psychologists study (7.5 marks)