



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

Course Code: MKT823

Course Title: Consumer Behaviour

Credit Unit: 3

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other three (3) questions**
- 3. Question 1 is compulsory and carries 25marks while the other questions carry 15marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 ½ Hours

Q1. (a) Explain why we study consumer behaviour. (15marks)

(b). Define consumer behaviour and explain the various perspective for understanding consumer behaviour. (10marks)

Q2. (a). Define market segmentation.(8marks)

(b). Discuss the four basic criteria for effective segmentation. (7marks)

Q3. (a). Show your understanding of the concept ‘personality’. (8marks)

(b). Discuss the following theories of personality (7marks)

i. Psychoanalytic theory. ii. Socio-psychological theory. iii. Trait-factor theory

Q4. (a). What is perception? (8marks)

(b). Discuss the following elements of perception (7marks)

i. Sensation. ii. Absolute threshold. iii. Differential threshold. iv. Subliminal perception

Q5. (a). Highlight and explain the elements of learning (8marks)

(b). Explain the following types of learning behaviour. (7marks)

i. Physical behavior. ii. Symbolic learning. iii. Affective learning