



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_2 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

Q1) State your opinion with relevant examples about these three things recognised from the book's definition of consumer behaviour.

- a) Consumer behaviour is dynamic.
- b) Consumer behaviour involves interactions.
- c) Consumer behaviour involves exchanges.

Q2a) Explain the term Self-concept and lifestyle

b) Describe the term "Word-of-mouth" communication and enumerate its importance to marketing.

Q3) Perceived quality is significant predictor of customer satisfaction, discuss.

Q4a) Explain the terms Positivism and Interpretivism.

b) State two major differences between Positivism and Interpretivism.

c) State in three ways, how the qualitative research method differs from quantitative research method.

5) Describe the different stages involved in the communication process. In which of these stages is credibility essential?

6a) List 5 sources of information you have studied.

b) Itemize post-purchase process categorisation. Analyse the process using a product of your choice.