



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: MKT303

COURSE TITLE: CONSUMER BEHAVIOUR

CREDIT UNIT: 3

INSTRUCTIONS: 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

1. (a) Explain the impact of Digital Technologies on Marketing Strategies.
(b) How has electronic marketing increased convenience in the consumption of goods/services and communication? **(25 marks)**
2. Consumer is the one who uses or consumes a product or service. Explain any five of the various types of consumer you know. **(15 marks)**
3. Explain the various types of consumer markets. **(15 marks)**
4. (a) Why is it important to satisfy customers? **(5 marks)**
(b) What are the characteristics of the consumer market? **(10 marks)**
5. (a) Explain what is Social stratification and their buying patterns. **(3 marks)**
(b) In marketing, there are four major types of consumer product. Discuss the types of consumer product. **(12 marks)**
6. Buying process is divided into various stages. Explain the various consumer decision process. **(15 marks)**