



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_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

QUESTION 1:

- a. List and explain the five types of motives? (20 marks)
- b. Explain Credibility of Informal Sources. (5 marks)

QUESTION 2:

- a. Explain the groups that consumers can be segmented based on their involvement with a product category and with particular brands. (6 marks)
- b. Differentiate between Psychology and Marketing (9 marks)

QUESTION 3:

- a. Explain the basic components of communication. (12.5 marks)
- b. What is Target Audience? (2.5 marks)

QUESTION 4: Explain the psychological factors that marketers use to influence attitudes of people to change their minds or comply and buy their products. (15 marks)

QUESTION 5:

- a. Explain five differences between High- Involvement Purchases and consumption and Low Involvement Purchases and consumption. (10 marks)
- b. What is Advertising Resonance? (5 marks)