



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAM QUESTIONS**

**COURSE CODE: MKT 303 CREDIT UNIT: 3**  
**COURSE TITLE: CONSUMER BEHAVIOUR**  
**TIME ALLOWED: 2 HOURS**  
**INSTRUCTIONS:**

- 1. Attempt question number one (1) and any other three (3) questions.**
- 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
- 3. Present all your points in coherent and orderly manner**

Question 1:

- A. Consumers usually desire for a product, service, or experience. In other words, they develop inner drive to satisfy their needs and wants, both physiologically and psychologically, through the purchase and use of products and services.
- Define the term “Consumer Motivation” (2 Marks),
  - Briefly discuss the classic theories of Motivation (8 Marks).
- B. Peter has gone out with the purpose of withdrawing money from the Progress Bank’s ATM but received a message indicating his account has been debited with certain amount without actually receiving physically the amount. He therefore, went to the Progress Bank’s office to complain. The Bank’s Manager later informed him that the problem was caused due to cash dispense error and will be resolved in 24 hours’ time.
- How do you describe Peter’s expectation about the Progress Bank’s service performance? (4 Marks).
  - What are the other ways, Peter may address the above situation? (6 Marks).

C. Market involves group of consumers or organisations interested in the product, having the resources to purchase the product and are permitted by law to acquire the product. It allows buyers and sellers of a good or service to interact in order to facilitate an exchange between the two parties involved. In the light of this, mention and explain five various types of the consumer market. (5 Marks). Total = 25

Question 2:

Social Media Marketing is a form of internet marketing that is becoming popular in today's business world. It helps company increase its brand exposure and customers' reach. Examine the major types of Social media platforms used by companies to market their products to consumers. Which of these media will you recommend for a company? (15 Marks).

Question 3: Retail outlets are typically known for buying goods directly from manufacturers or wholesale suppliers at a volume discount and offer them for sale to end users at mark up price. Retailing business has been described as the next driver of Nigeria's economic growth, hence effort is made by the government to reposition the country by diversifying the economy toward this sector. This is believed will make retail sector become major growth pillar for the Nation. What do you consider as the consumer's evaluative criteria in the choice of retail outlets? (15 Marks).

Question 4: Communication is very important for the development of any organization. This is because it helps manager perform the basic management function and form the basis of a successful business activity. Examine the basic components of communication in any Organisation. Explain the factors used by Consumers to judge source of commercial credibility in any Organisation. (15 Marks).

Question 5: There exists a five-stage model of consumer decision making process. The model assumes that consumers choose products they want to buy as a result of going through the decision-making process. Discuss briefly these important stages in the consumer decision process. (15 Marks).