



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI –ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2019_1 EXAMINATION

COURSE CODE: MKT823

CREDIT UNIT: 3

COURSE TITLE: CONSUMER BEHAVIOUR

TIME ALLOWED: 2^{1/2}HRS

INSTRUCTIONS:

- 1. Attempt Question 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 points in coherent and orderly manner**
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1. Consumer behaviour is a veritable tool for competition; companies all over the world depend on customers to remain in the market place. They look inwards to what area to study and their focus is on the type of consumer. Analyze the assertion.

(25 marks)

2a. Organizational buying patterns are characterized by a number of differences from final consumers in their decision process and purchase patterns. Discuss **(8 marks)**

b. Explain the classical conditioning theory. **(7 marks)**

3. For market segmentation to be effective there should be some criteria to be met. Explain **(15 marks)**

4. Discuss the various models of consumers' decision making. **(15 marks)**

5a. According to William McGuire, information processing can be broken down into some basic stages. Discuss **(8marks)**

b. Distinguish between Family and Household. **(7 marks)**

6. Culture provides people with a sense of identity and an understanding of acceptable behavior within society. Discuss the basic characteristics of culture. **(15 marks)**