NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

Course Code: MKT823
Course Title: Consumer Behaviour
Credit Unit: 2
Instructions: 1. Indicate your Matriculation Number clearly
2. Attempt Question 1 and any other two (2) questions
3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each
4. Present all your points in coherent and orderly manner
Time Allowed: 2 Hours

Question One
(a) What is perception?
(b) Explain the 4 elements of perception
(c) Explain the 5 processes of perception

30 Marks

Question Two
(a) Explain the term involvement
(b) The concept of involvement is multifaceted in that if appears to have a number of important dimension. Mention 5 some of these dimension.

20 Marks

Question Three
(a) What is market segmentation?
(b) State the process of market segmentation
(c) Identify the market criteria for effective segmentation

20 Marks

Question Four
(a) What is the difference between a customer and a consumer?
(b) Identify and explain the types of consumer

20 Marks

Question Five
(a) Define the term group
(b) Explain the classification of group

20 Marks