



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

2024 1 EXAMINATION
2023-2 EXAMINATION SET 6

Course Code: MKT 823

Course Title: Consumer Behaviour

Credit Unit: 3

Instructions: 1. Indicate your Matriculation Number clearly

2. Attempt Question 1 and any other three (3) questions

3. Question 1 is compulsory and carries 25 marks while the other 3 questions carry 15 marks each

4. Present all your points in a coherent and orderly manner

Time Allowed: 2 ½ Hours

1 (a) Outline and briefly explain four (4) key functions of attitudes. 9 marks

(b) Critically examine the 8-step process involved in every market segmentation exercise. 16 marks

2. (a) List three (3) common problems associated with social class measurement. 3 marks

(b) Give a detailed evaluation of how marketers can deploy reference group influence to change the dynamics of their marketing strategies. 12 marks

3 (a) With elaborate examples, explain why you think the economic view to the understanding of consumer decision-making may be difficult to realize in the real market world. 6 marks

(b) What five (5) basic characteristics of culture are you able to identify and explain? 9 marks

4 (a) Critically examine the multiple-store theory of memory for the retention of processed information. 6 marks.

(b) It is a conventional wisdom that decision-making lay in a continuum ranging from very high to very low. Discuss this assertion extensively. 9 marks

5 (a) Draw out the distinctions between the cognitive and emotional view models of consumer decision-making. 6 marks

(b) An organizational buyer must confront certain organizational influential factors in their buying decisions. Discuss three (3) of such organizational factors that might likely influence organizational buying. 9 marks