



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

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 explain five reasons you think make consumer behaviour an interdisciplinary science. **10 marks**

(b) Present a critical and discursive analysis of the five most important areas in which the knowledge of consumer behaviour can be applied. **15 marks**
2. (a) Using your own choice of words, define social class. **3 marks**

(b) Critically evaluate the four (4) main methods for measuring personality. **12 marks**
- 3 (a) Evaluate how marketers should apply the brand personality concept. **6 marks**

(b) Explain three (3) important factors that influence family purchase decision-making. **9 marks**
- 4 (a) Briefly explain how marketers should factor in consumer information search engagement activities into their marketing scheme of strategies. **3 marks.**

(b) Patterns of organizational buying differs from those of final consumers. Justify with six (6) critical factors. **12 marks**
- 5 (a) Briefly analyse the nexus between consumer decision-making and relationship marketing.

5 marks

(b) Evaluate five environmental factors that shape organizational buying behaviour. **10 marks**