



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91 Cadastral Zone, University Village, Nnamdi Azikiwe Expressway, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_2 EXAMINATIONS

COURSE CODE: MKT303

COURSE TITLE: CONSUMER BEHAVIOUR

CREDIT UNIT: 3

INSTRUCTIONS:

- 1. Indicate your Matriculation Number clearly.**
- 2. Attempt question one (1) and any other three questions; four (4) questions in all.**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly manner.**

TIME ALLOWED: 2¹/₂ Hours

- 1a) The consumer decision-making process is a problem-solving process. It starts with an unsatisfied need and ends with purchasing a suitable product. Outline and explain the five (5) stages involved in consumer decision-making process. **15marks**
- 1b) Explain the concept of consumer satisfaction. **4marks**
- 1c) There are two major facts about satisfaction. Briefly explain them **6marks**
- 2a) Factors that contribute to higher levels of satisfaction may sometimes differ from those that contribute to higher levels of dissatisfaction. Explain this assertion by stating the three major identifiable causes of satisfaction. **6marks**
- 2b) Critically analyse the relationship between employee and customer satisfaction **9marks**
- 3a) There are two major reasons why choice criterion may differ from satisfaction drivers. Elucidate. **5marks**
- 3b) In response to satisfying or dissatisfying purchase and consumption experiences, consumers may opt to exercise one or more of four behavioural responses. Identify and explain these behavioural responses. **10marks**
- 4a) The knowledge of consumer behavior is critical for influencing product purchase decisions, and therefore it involves the acquisition and use of information. What then is consumer behaviour? **5marks**
- 4b) There are four (4) classic theories of motivation. List and explain them. **10marks**
- 5a) Motive is a critical factor that shapes consumption. Identify and discuss the five types of motives that can influence consumer decision-making. **10marks**
- 5b) What do you understand by the concept 'motivation'? **5marks**