

BINDURA UNDIIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

JUN 2024

DEPARTMENT OF MARKETING

**PROGRAMME: BACHELOR OF COMMERCE HONOURS
DEGREE IN MARKETING**

CONSUMER AND BUYER BEHAVIOUR

BS207

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any FOUR questions.
2. Start each question on a new page.
3. Each question carries 25 marks
4. NO cell phones are allowed in the examination room.
5. Credit will be given for use of relevant examples.

QUESTION ONE

- a) Define the term 'consumer and buyer behaviour.' (5)
- b) Justify the importance of understanding consumer and buyer behaviour to marketers. (20)

[25 Marks]

QUESTION TWO

Discuss using relevant examples how the climate, ecology, and topography can influence consumer and buyer behaviour. [25 Marks]

QUESTION THREE

Discuss the characteristics of values and their importance to the marketer. [25 Marks]

QUESTION FOUR

- (5)
- a) Define the term 'corporate culture.'
 - b) Discuss using relevant examples how organisations can build corporate culture. (20)
- [25 Marks]

QUESTION FIVE

Distinguish between the Id, Ego, and Super Ego highlighting their marketing implications. [25 Marks]

QUESTION SIX

- (5)
- a) Define the term 'opinion leadership.'
 - b) Discuss why opinion leaders are a so powerful marketing tool. (20)
- [25 Marks]

THE END