

BINDURA UNDIIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

OCT 2024

**PROGRAMME: BACHELOR OF BUSINESS STUDIES 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.
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QUESTION ONE

- a) Define the term 'customer personality.' (5)
- b) Assess the characteristics of personality highlighting their marketing implications.

(20)

[25 Marks]

QUESTION TWO

Discuss the perceptual process and its marketing implications.

[25 Marks]

QUESTION THREE

- a) Define the term 'attitude.' (5)
- b) Summarise using relevant examples any four (4) sources of influence on attitude formation. (20)

[25 Marks]

QUESTION FOUR

Justify the rise of consumerism in Zimbabwe.

[25 Marks]

QUESTION FIVE

You are planning to purchase a house. Elaborate how reference groups can influence your buying decisions.

[25 Marks]

QUESTION SIX

Discuss how marketers can make use of the family life cycle to develop marketing strategies.

[25 Marks]

END OF PAPER