

BINDURA UNDISIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

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.

JUN 2023

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

Using relevant examples, discuss how the government, economy and technology can influence consumer and buyer behaviour. **[25 Marks]**

QUESTION THREE

Using relevant examples, discuss the characteristics of values and their importance to the marketer. **[25 Marks]**

QUESTION FOUR

- a) Define the term 'corporate culture' (5)

- b) Using relevant examples, discuss how organisations can build corporate culture.(20)

QUESTION FIVE

Discuss how reference groups can affect consumer and buyer behaviour in three ways.
[25 Marks]

QUESTION SIX

Write short notes on the following personality theories showing the marketing implications.

- | | | |
|----|--------------------------------|-----|
| a) | Freud's psychoanalytic theory. | (8) |
| b) | Neo-Freud theory | (8) |
| c) | Trait factor theory | (9) |

[25 Marks]

THE END