

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

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

CONSUMER AND BUYER BEHAVIOUR

BS 207

OCT 2023

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

Discuss any six (6) disciplines which contributed to the development of Consumer and Buyer Behaviour as an independent discipline.

[25 Marks]

QUESTION TWO

Using relevant examples, discuss how the government, economy and technology can influence consumer and buyer behaviour.

[25 Marks]

QUESTION THREE

Evaluate the application of elements of learning in marketing activities.

[25 Marks]

QUESTION FOUR

Discuss any three (3) personal characteristics that a fast food outlet can should consider when designing the products.

[25 Marks]

QUESTION FIVE

Discuss using relevant examples how a retailer can use the model of store loyalty to make customers repeat buying from them.

[25 Marks]

QUESTION SIX

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

- a) Freud's psychoanalytic theory.
- b) Neo-Freud theory
- c) Trait factor theory

(8)

(8)

(9)

[25 Marks]

END OF PAPER