**M 331: CONSUMER BEHAVIOUR**

**Question one is compulsory. Answer any other 3 questions**

**1.** (a) Identify the key principles of attention; and on the basis of those principles explainwhy the new wave of betting business in Kenya is being received positively by consumers.

**(12 marks**)

**(b)** What do you think should be done by marketers of Betting business to avoid its Potential collapse of the wave. (**13 marks) 2.**Using a product that you are familiar with in Kenya context, analyze the key determinants of consumer behavior. **(15 marks)**

**3.** Richard spent two hours last night watching the movie screened by KTN. When questioned this morning about advertisements which were screened at half hour intervals throughout the programme, he did not remember any of them, yet he could recount the storyline of the movie. How can you explain his apparent forgetfulness? You may use examples of the Kenyan Marketing environment. **(15marks)**

**4.** Learning theories are important for marketing. What would you consider to be importantcontributions of consumer learning to the behavior of consumers in Kenya .**(15 marks)**

**5 (a)** Define the term consumer decision making process. **(2 marks)**

**(b)**By use of a product in the Kenyan market explain the process of consumer decision process. You may use a consumer decision model to explain your response. (**13 marks)**