

**ZU/WI/7/EXM/6**

**ZETECH UNIVERSITY**

**ACADEMIC YEAR 2014/2015**

**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**MKTG 311: CONSUMER BEHAVIOUR**

**DATE: DECEMBER2015 TIME: 2HOURS**

**INSTRUCTIONS: ANSWER QUESTIONS ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Briefly describe the elements in the wheel of consumer analysis (12marks)
2. Differentiate between Motivation, Perception and Attitudes (9marks)
3. It is commonly said that ‘mindless decision making can actually be more efficient than devoting too much thought to what we buy.’ Explain (9marks)

**QUESTION TWO**

1. List three types of social power (3marks)
2. Explain why opinion leaders have are powerful influences on consumer’s opinions

(12marks)

1. Explain virtual marketing (5marks)

**QUESTION THREE**

1. Describe the dimensions that account for culture variability (8marks)
2. Describe the myth behind culture values and their functions (12marks)

**QUESTION FOUR**

There are certain external factors that explain why consumers behave the way they behave. Discuss. (20marks)