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UNIVERSITY EXAMINATIONS 2022/2023

SECOND YEAR, SECOND SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATION
FOR DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR
OF COMMERCE

BFB 3306: CONSUMER BEHAVIOR

DATE: AUGUST 2023

TIME: 2 HOURS

INSTRUCTIONS: Answer Question ONE and any other TWO questions.

QUESTION ONE (30 MARKS)

- a) Consumer behaviour is important to many companies today. Why? (5 Marks)
- b) The buying process is crucial in consumer buying decisions. Discuss (10 Marks)
- c) Discuss three theories in consumer behaviour, giving Kenyan examples. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Is the 'ethical consumer' a fad or a new and growing challenge and/or opportunity for marketers and producers? Discuss (4 Marks)
- b) What do you think about boycotts as consumers' response to what is perceived as companies unethical behaviour. (8 Marks)
- c) Identify and assess the importance of corporate social responsibility for companies, consumers and government policy. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Describe the difference between density and crowding. Why is this difference relevant in purchase environment. (10 Marks)
- b) How does a consumer's prior expectations about product quality influence their satisfaction with the product after they buy it? List three actions a consumer can take if dissatisfied with a purchase. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss what marketing is and why it is important to organizations and individuals. (10 Marks)
- b) A business which misuse customer data will be fundamentally seen as untrustworthy and unethical. Discuss with examples. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the multi-disciplinary nature of customer behavior. (10 Marks)
- b) Marketing research is an integral part of consumer behavior. Discuss the statement with reference to two types of market research. (10 Marks)