



**ELIZADE UNIVERSITY**  
**ILARA-MOKIN**  
**ONDO STATE**

**FACULTY: Social and Management Sciences**

**DEPARTMENT: Business Administration**

**SECOND SEMESTER EXAMINATIONS**

**2018/2019 ACADEMIC SESSION**

**COURSE CODE: BUS 316**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**DURATION: 2 HOURS**

**HOD's SIGNATURE**

**TOTAL MARKS:**

**Matriculation Number: \_\_\_\_\_**

**INSTRUCTIONS:**

1. Write your matriculation number in the space provided above and also on the cover page of the examination booklet.
2. This question paper consists of 2 pages with printing on both sides.
3. Answer all questions in the examination booklet provided.
4. Attempt any 4 questions.

### Question 1

- a. Identify and discuss the four marketing stimuli variables influencing consumer buying behaviour.
  - b. Describe three of the characteristics of social classes that affect consumer behaviour.
- 15 marks

### Question 2

- a. Discuss two of the stages in family life cycle buying or behavioural pattern.
  - b. Evaluate the bottom-line of Abraham Maslow's theory of motivation as it applies buying behaviour.
- 15 marks

### Question 3

- a. Explain two of the following perception phrases:
    - i. selective retention
    - ii. selective retention
    - iii. selective distortion
  - b. Itemise three out of the attitudes and belief that consumers hold on country of origin for brands and products.
- 15 marks

### Question 4

- a. Discuss the roles that people might play in buying decision.
  - b. LIST and discuss two out of the types of consumer buying behaviour.
- 15 marks

### Question 5

- a. Discuss in the correct sequence the stages in the buying decision process.
  - b. What are the various concerns of marketers about post purchase behaviour of consumers?
- 15 marks