

Name: _____ Index No: _____ / _____

1902/201
CONSUMER BEHAVIOUR
November 2012
Time: 3 hours

Candidate's Signature: _____

Date: _____



MANYAM FRANCHISE
Discover! Learn! Apply

THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN SALES AND MARKETING
MODULE II**

CONSUMER BEHAVIOUR

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of **TWO** sections; **A** and **B**.

Answer **ALL** questions in section **A** and any **FOUR** questions in section **B** in the spaces provided in this question paper.

For Examiner's Use Only

SECTION A

Question	1	2	3	4	5	6	7	8	9	10	TOTAL
Marks											

SECTION B

Question	11	12	13	14	15	TOTAL
Marks						

**GRAND
TOTAL**

--

This paper consists of 12 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

© 2012 The Kenya National Examinations Council.

Turn over

SECTION A (32 marks)

Answer ALL the questions in this section.

1. State **three** actions that make up consumer behaviour. (3 marks)

2. State **three** sources from which a consumer may obtain information before buying high value products. (3 marks)

3. State **three** ways in which a consumer may avoid perceived risks. (3 marks)

4. Outline **two** reasons why a marketer should use colours carefully when appealing to cross culture consumers. (2 marks)

5. State **four** elements of the learning process. (4 marks)

6. Outline **four** ways in which a consumer's after purchase dissatisfaction may be reduced by the marketer. (4 marks)

7. State **two** characteristics of a product that is adopted at a slow rate by consumers. (2 marks)

8. State **four** benefits of engaging professional buyers in industrial purchasing process. (4 marks)

9. State **four** internal circumstances that give rise to an organizational need to purchase. (4 marks)

10. State **three** ways in which a supplier would maintain low prices for price sensitive organizational buyers. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **six** ways in which a marketer would ensure repeat purchase from reseller markets. (9 marks)
- (b) Explain **four** measures that a marketer would take to minimize time taken by consumers in evaluating alternatives. (8 marks)

12. (a) Explain **four** benefits that an organizational buyer would derive from buying all its requirements from one supplier. (8 marks)
- (b) Highlight **six** reasons why a manufacturer may choose to buy excess quantities of materials. (9 marks)
13. (a) Describe **four** categories of reference groups that influence individual consumer behaviour. (8 marks)
- (b) Outline **six** factors that make it difficult for consumers to remember certain product features with ease. (9 marks)
14. (a) Highlight **four** areas that a marketer should focus on when advertising an industrial good. (8 marks)
- (b) Outline **six** factors that influence the quantities a consumer would buy. (9 marks)
15. (a) Describe **six** stages of the product adoption process. (9 marks)
- (b) Explain **four** ways in which the developments in information technology would improve the speed of organizational buying process. (8 marks)
