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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)
SPECIAL EXAMINATION

3rdrd August, 2022
Time: 2.30pm –4.30pm

KBA 317 - CONSUMER BEHAVIOUR

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain any four reasons for studying and understanding consumer behavior by marketers. **(4marks)**
- b) Consumer behavior is interdisciplinary. Identify six disciplines on which consumer behavior is based. **(6marks)**
- c) Define motivation and explain three elements that arouse motives. **(4marks)**
- d) Explain the meaning of the following perceptual concepts.
 - i) Subliminal perception. **(2marks)**
 - ii) The absolute threshold. **(2marks)**
 - iii) The differential threshold. **(2marks)**
- e) Identify and explain the tri-component attitude model elements. **(10marks)**

QUESTION TWO (20 MARKS)

- a) Analyze any five influences on attitude formation? **(10marks)**
- b) Explain what consumer perception is. **(2marks)**
- c) Explain any four factors that influence consumer perception. **(8marks)**

QUESTION THREE (20 MARKS)

- a) Explain the concept of consumer learning in marketing. **(1marks)**
- b) Describe any three theories of learning in consumer behavior. **(9marks)**
- c) With relevant examples, explain the application of learning theories in marketing. **(10marks)**

QUESTION FOUR (20 MARKS)

- a) Define social class and explain the various determinants of social class in the society **(12marks)**
- b) Explain the various groups that serve as a frame of reference for individuals in their purchase or consumption decisions. **(8marks)**