

Name: _____ Index No: _____ / _____

1902/201
 CONSUMER BEHAVIOUR
 November 2015
 Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN SALES AND MARKETING

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** in the spaces provided after every question.

Answer any **FOUR** questions in section **B** in the spaces provided after question 15.

Candidates should answer the questions in **English**.

For Examiner's Use only

Section A

Question	1	2	3	4	5	6	7	8	9	10	TOTAL SCORE
Candidate's Score											

Section B

Question	11	12	13	14	15	TOTAL SCORE
Candidate's Score						

GRAND TOTAL

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This paper consists of 16 printed pages.

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

Answer **ALL** the questions in this section in the spaces provided after each question.

List **three** examples of corrective actions that a marketer may take if a consumer is dissatisfied. (3 marks)

- (i) _____

- (ii) _____

- (iii) _____

State **four** family life cycle factors that may influence buyer behaviour. (4 marks)

- (i) _____

- (ii) _____

- (iii) _____

- (iv) _____

List **four** aspects that a marketer may consider when selecting a supplier. (4 marks)

- (i) _____

- (ii) _____

- (iii) _____

- (iv) _____

4. State **three** categories into which buying decisions can be grouped. (3 marks)
- (i) _____

- (ii) _____

- (iii) _____

5. List **three** physiological needs that a marketer may satisfy. (3 marks)
- (i) _____

- (ii) _____

- (iii) _____

6. State **three** characteristics of commercial sources of information. (3 marks)
- (i) _____

- (ii) _____

- (iii) _____

7. Highlight **three** aspects that consumers attribute higher prices to. (3 marks)
- (i) _____

- (ii) _____

(iii) _____

8. State **three** health concerns that consumers are considering when buying food products. (3 marks)

(i) _____

(ii) _____

(iii) _____

9. State **three** reasons why marketers should understand buyer characteristics. (3 marks)

(i) _____

(ii) _____

(iii) _____

10. List **three** categories of people who may be involved in the general need description stage of the business buying process. (3 marks)

(i) _____

(ii) _____

(iii) _____

SECTION B (68 marks)

*Answer any **FOUR** questions in this section in the spaces provided after question 15.
All questions carry equal marks.*

11. (a) Environmental factors greatly influence business buyers. Explain **six** such factors. (9 marks)
- (b) Explain **four** factors that determine the intensity of information search before buying a product. (8 marks)
12. (a) Outline **six** ways by which consumers are exploited by traders. (9 marks)
- (b) Explain **four** reasons why marketers should understand their target consumers' culture. (8 marks)
13. (a) Explain how new product characteristics may affect the rate of adoption. (9 marks)
- (b) Outline **four** aspects that make organisational markets different from consumer markets. (8 marks)
14. (a) Highlight **six** measures that the government of Kenya has taken to protect consumers. (9 marks)
- (b) Explain **four** reasons why satisfied customers are important to an organisation. (8 marks)
15. (a) With the aid of a diagram, describe the business buying process. (9 marks)
- (b) Ms Jema intends to buy a digital flat screen television. Outline the stages that she will go through when adopting the new television. (8 marks)