

1902/201
CONSUMER BEHAVIOUR
July 2019
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING

CONSUMER BEHAVIOUR

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections; A and B.
Answer ALL questions in Section A and any FOUR questions from Section B in the answer booklet provided.
Maximum marks for each question are as indicated.
Candidates should answer the questions in English.

This paper consists of 3 printed pages.

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

SECTION A(32 marks)

Answer ALL questions in this section.

1. State **two** ways in which age influences consumer buying behaviour. (2 marks)
2. Outline **two** roles of an initiator in the consumer buying process. (2 marks)
3. List **four** factors that may influence a consumer behaviour when evaluating alternatives in the buying decision process. (4 marks)
4. List **four** ways in which a marketer may induce consumers to try new products. (4 marks)
5. Outline **four** variables that may be used to segment industrial markets. (4 marks)
6. List **four** publics that may influence industrial buying behaviour. (4 marks)
7. State **two** examples of approvers in the organisational buying process. (2 marks)
8. List **three** social factors that may affect consumers buying behaviour. (3 marks)
9. State **four** external sources of ideas that may be used in the development of new products. (4 marks)
10. Outline **three** reasons why performance review is necessary in organisational buying process. (3 marks)

SECTION B(68 marks)

Answer any **FOUR** questions from this section.

11. (a) Outline **six** characteristics of early adopters in the consumer adoption process. (9 marks)
- (b) Explain **four** ways in which culture may influence consumers' buying behaviour. (8 marks)
12. (a) Explain **six** factors that a firm may consider when evaluating a supplier. (9 marks)
- (b) Highlight **four** factors that may delay a consumer's buying decision. (8 marks)

13. ~~(a)~~ Outline **six** ways in which a marketer may reduce post-purchase dissonance among customers. (9 marks)
- ~~(b)~~ Highlight **four** differences between consumer and industrial markets. (8 marks)
14. (a) Explain **six** characteristics of the new task situation in industrial buying. (9 marks)
- (b) Outline **four** external stimuli that may trigger a consumer's need recognition. (8 marks)
15. (a) Explain **six** ways in which a marketer may encourage consumers to buy products regularly. (9 marks)
- ~~(b)~~ Outline **four** reasons why a consumer may prefer shopping online. (8 marks)

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