



**FACULTY OF BUSINESS MANAGEMENT**  
**END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: BBA**

**YEAR/SEM: YEAR 3/SEMESTER 2**

**COURSE CODE: MKT 3203**

**NAME: CONSUMER BEHAVIOR**

**DATE: 2025-04-15**

**TIME: 9:00AM-12:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## **Section A Section A is compulsory. Attempt all the questions in this section.**

### **Question 1:**

#### **Case Study: "The Launch of 'Aura' Smart Home Ecosystem"**

"TechNova," a rapidly growing technology company, is launching "Aura," a new smart home ecosystem. Aura includes a range of interconnected devices: a central hub, smart lighting, automated thermostats, security cameras, and a voice-activated personal assistant. TechNova aims to target a broad market, from tech enthusiasts and early adopters to families seeking convenience and security.

However, market research reveals a wide range of consumer interest and knowledge regarding smart home technology. Some consumers are deeply invested in the latest tech trends, while others are hesitant due to concerns about privacy, complexity, and cost.

TechNova's marketing team is struggling to develop a unified strategy that effectively reaches all target segments. They are particularly concerned about how to tailor their messaging and product offerings to consumers with varying levels of involvement. As a marketing consultant brought in to help TechNova, you are tasked with developing a comprehensive marketing strategy for the Aura smart home ecosystem. Specifically, you must address the following:

- a) Define and differentiate between various types of consumer involvement. **(10 marks)**
- b) Analyze how varying levels of involvement across diverse product categories and consumer segments impact information search, evaluation of alternatives, and post-purchase behavior. **(15 marks)**
- c) Critically assess how TechNova's marketers can strategically adapt their communication, product development, and promotional efforts to effectively engage consumers with differing involvement levels, providing specific examples. **(15 marks)**

## **Section B Attempt any three questions in this section B**

### **Question 1:**

"Consumer memory, while crucial for brand loyalty and repeat purchase, is susceptible to various forms of forgetting.

- a) Discuss the primary causes of forgetting in consumer behaviour. **(10 marks)**
- b) Discuss how marketers can mitigate the impact of forgetting in the digital age, characterized by information overload and rapid media consumption, and explore the role of emerging technologies in enhancing consumer memory and brand recall. **(10 marks)**

### **Question 2:**

- a) "Perception is reality in the world of consumer behavior." Use relevant examples to critically analyze this statement and evaluate its validity. **(10 marks)**
- b) Discuss how marketers can leverage the processes of perception processes in order to influence consumer perceptions of their brands and products. **(10 marks)**

**Question 3:**

- a) Critically evaluate the strengths and limitations of the consumer stimulus-response model in explaining contemporary consumer behaviour. **(10 marks)**
- b) To what extent does the 'black box' remain a useful metaphor, and what alternative frameworks might offer a more nuanced understanding of how consumers respond to stimuli in the 21st century? **(10 marks)**

**Question 4:**

- a) Discuss the impact of reference groups, family, and culture on consumer decision-making. **(10 marks)**
- b) Provide examples of how marketers can adapt their strategies to appeal to different social and cultural segments. **(10 marks)**

**Question 5:**

- a) "The consumer decision-making process is rarely a linear, step-by-step journey." Using real-world examples to support your arguments, evaluate the validity of this statement. **(10 marks)**
- b) Evaluate the inclusion of consumer behaviour course unit on the BBA syllabus. **(10 marks)**

**Question 6:**

Consumer knowledge, encompassing both declarative and procedural forms, significantly influences purchasing decisions and brand interactions.

- a) Critically analyze the diverse types of consumer knowledge, illustrating your analysis with contemporary marketing examples. **(10 marks)**
- b) Evaluate the major strategic implications of understanding consumer knowledge for marketing managers in developing effective segmentation, positioning, communication, and relationship management strategies. **(10 marks)**