INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: MBA
YEAR/SEM: YEAR 2/SEMESTER 1
COURSE CODE: MBA 822
NAME: CONSUMER BEHAVIOR (MBA)

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

SECTION A IS COMPULSORY

Question 1:

Brightstyle, a fashion retail company, has been experiencing fluctuations in sales despite launching new product lines and promotional campaigns. The management suspects that understanding consumer behavior better could improve their marketing effectiveness and customer retention.

a) Define consumer behavior. **(10 marks)**

b) Explain its importance in marketing decisions for BrightStyle. **(10 marks)**

c) Discuss the role of consumer feedback in monitoring behavior changes and adjusting marketing tactics. **(10 marks)**

d) Explain the difference between a buyer and a user in the context of marketing and consumer behavior. **(10 marks)**

Question 2:

FreshBrew Coffee Co. sells coffee beans through retail stores and online platforms. In many cases, the customer buying the coffee is different from the end-user consumer who drinks it at home or in the office. The company wants to understand how this distinction impacts its marketing strategies.

a) Define the terms ‘customer’ and ‘consumer’ in the context of marketing. **(10 marks)**

b) Explain the key differences between the two with examples from FreshBrew Coffee Co. **(10 marks)**

c) Why is it important for FreshBrew Coffee Co. to distinguish between customers and consumers in its marketing planning? **(10 marks)**

d) Discuss how cultural, social, and economic factors influence consumer choices for FreshBrew Coffee Co. Coffee beans. **(10 marks)**

SECTION B

ATTEMPT ANY THREE QUESTIONS FROM SECTION B

Question 1:

a) Define consumer behavior and discuss its importance in marketing. **(10 marks)**

b) How does understanding consumer behavior help marketers in designing effective marketing strategies? **(10 marks)**

Question 2:

Discuss the scope of consumer behaviour in marketing. What are the key areas that consumer behaviour covers, and why are they important for marketers? **(20 marks)**

Question 3:

Discuss the various sectors that target consumers directly in marketing. **(20 marks)**

Question 4:

Analyse the social factors that influence consumer behaviour, including family, reference groups, social roles, and social class. **(20 marks)**

Question 5:

a) Explain the concept of organizational buying behavior. **(10 marks)**

b) How it differs from individual consumer buying behavior. **(10 marks)**

Question 6:

Discussthe key factors that influence organizational purchasing decisions, citing examples from Ugandan or African companies. **(20 marks)**

Question 7:

Explain the historical development of marketing from the production

and product eras to the modern marketing concept. **(20 marks)**

Question 8:

a) Define the marketing concept **(10 marks)**

b) Explain its importance in modern business management. **(10 marks)**

Question 9:

Define the marketing mix and explain the origin and purpose of the 4 Ps model in marketing. **(20 marks)**

Question 10:

Identify and discuss the major types of traditional marketing strategies. **(20 marks)**

Question 11:

a) Define digital marketing. **(5 marks)**

b) Discuss the importance of digital marketing in achieving business growth and competitiveness in the modern marketplace. **(15 marks)**

Question 12:

a) Define market segmentation. **(10 marks)**

b) Explain its importance in modern marketing. **(10 marks)**