



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES

MAY/JUNE 2012 EXAMINATION

Course Code: MKT 824

Credit Unit: 2 units

Course Title: Consumer Behaviour

Time Allowed: 2 Hours

Instruction: Attempt any three questions of your choice. Each question carries 23.3 marks. Present your answer legibly and logically using relevant examples.

- 1) A. Explain the six marketing application areas of consumer behaviour
B. Discuss the three perspectives in the study of consumer behaviour.
- 2) A. Define motivation.
B. Identify six McGuire's psychological motives.
C. Discuss the four roles of motives in understanding consumer behaviour.
- 3) A. Discuss the three major personality theories.
B. Describe how personality theories have stimulated marketing interest in the study of consumer personality.
- 4) A. From a marketing perspective, define consumer learning.
B. Explain the three types of learned behaviour.
C. Discuss the five general characteristics of consumer learning.
- 5) A. Identify the essential features for understanding the culture of consumers.
B. Discuss the four major marketing decision areas that are affected by cultural changes.