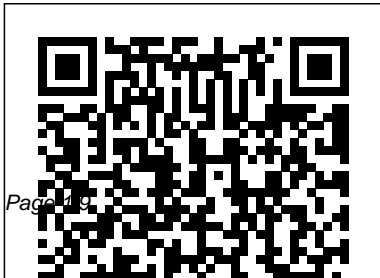

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FOR THE DEGREE OF
BACHELOR OF COMMERCE
BBA 304: CONSUMER
BEHAVIOUR DATE:
Tuesday 7th October,
2008 TIME: 10.00 a.m.
- 12.00 noon

INSTRUCTIONS Answer
question 1 and any
other TWO questions.
1. (a) In consumer
behaviour, its
important for the
marketer to consider
market segmentation.

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FINAL EXAMINATION
SEMESTER 1 2014 Date:
The final examination for this
paper is scheduled for Monday
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3 hours plus 10 minutes
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final exam consists of 4 essay
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 Homework Assignments ...

Discuss the main influences on consumer behaviour and provide examples to support your recommendations. 3. Explain how models of consumer behaviour can contribute to the development of marketing campaigns. 4. Discuss the main internal and external influences that ...

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persuasion and discuss the
ways In which marketers can
Influence low-effort
consumer attitudes.
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Instructions: The final exam consists of 4 essay questions. ALL questions are compulsory.
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...
The interpretation of the consumer on an untried product/service (how the consumer see it). Main reasons why a marketer fails while delivering a message to the consumer are: Consumers block

out sellers info. Consumers interpret seller ' s information differently than intended. Consumer discomfort info the conflicts with cultural issues.