



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024 1 EXAMINATION**

**Course Code: MKT 303**

**Course Title: Consumer Behaviour**

**Credit Unit: 3**

- Instructions:**
- 1. Indicate your Matriculation Number clearly**
  - 2. Attempt Question 1 and any other three (3) questions**
  3. Question 1 is compulsory and carries **25 marks** while the other 3 questions carry **15 marks** each
  - 4. Present all your points in coherent and orderly manner**

**Time Allowed: 2 ½ Hours**

- 1 (a) How do consumers organize discussions around external forces that influence their decisions? **6 marks**  
(b) Critically examine the relationship between performance and satisfaction. **7 marks**  
(c) Explain how Jung's theory of motivation could be possibly applied to understand and influence consumer behaviour. **12 marks**
2. (a) Write explanatory notes on why and how a marketer can deploy comparative advertising. **3 marks**  
(b) Discuss the critical steps/stages involved in creating persuasive communication. **12 marks**
- 3 (a) Highlight three (3) major reasons that account for marketing inefficiencies. **3 marks**  
(b) Explain the four (4) major ways by which reference groups could be used in product advertisement. **12 marks**
- 4 (a) Using your own choice of words, describe what you understand by the term problem recognition. **3 marks**  
(b) Briefly explain the six (6) main impacts that online communications and digital communications have had on contemporary business practices. **12 marks**
- 5 (a) Explain the psychological influences on consumer behaviour. **5 marks**  
(b) Briefly explain five (5) situational factors that influence consumer behaviour. **10 marks**