



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1 EXAMINATION**

**COURSE CODE: MKT303**

**COURSE TITLE: COMSUMER BEHAVIOUR**

**CREDIT UNIT: 3**

**INSTRUCTIONS:** 1. **Indicate your Matriculation Number clearly**  
2. **Attempt question one (1) and any other three (3) questions; four questions in all**  
3. **Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**  
4. **Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½ Hours**

1. (a) Explain the impact of Digital Technologies on Marketing Strategies.  
(b) How has electronic marketing increased convenience in the consumption of goods/services and communication? **(25 marks)**
2. Consumer is the one who uses or consumes a product or service. Explain any five of the various types of consumer you know. **(15 marks)**
3. Explain the various types of consumer markets. **(15 marks)**
4. (a) Why is it important to satisfy customers? **(5 marks)**  
(b) What are the characteristics of the consumer market? **(10 marks)**
5. (a) Explain what is Social stratification and their buying patterns. **(3 marks)**  
(b) In marketing, there are four major types of consumer product. Discuss the types of consumer product. **(12 marks)**
6. Buying process is divided into various stages. Explain the various consumer decision process. **(15 marks)**