



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

**COURSE CODE: MKT823**  
**COURSE TITLE: CONSUMER BEHAVIOUR**  
**CREDIT UNIT: 3**

**INSTRUCTION:** 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**

**Question 1:** (a) Explain the criteria to be met for market segmentation to be effective.  
b. What are the five basic stages that information processing can be broken into?  
(25 marks)

**Question 2:** What are the differences organizational buying patterns are from that of final consumers in their decision process and purchase patterns? Discuss any five.  
(15 marks)

**Question 3:** Explain the various models of consumers' decision making. (15 marks)

**Question 4:** Culture is a way of life. Explain the basic characteristics of culture. (15 marks)

**Question 5:** Explain the various types of Consumers . (15 marks)

**Question 6:** Write brief notes on the following:

- a) Family
- b) Threshold
- c) Classical conditioning theory
- d) Consumer behaviour . (15 marks)