



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY  
**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF MARKETING	
<b>QUALIFICATION CODE:</b> 07MARB	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> CSB711S	<b>COURSE NAME:</b> CONSUMER BEHAVIOUR
<b>SESSION:</b> JUNE 2022	<b>PAPER:</b> FIRST OPPORTUNITY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MS. B.M. VAN NIEKERK (FT/PT) MS. C. DU PLESSIS (DISTANCE)
<b>MODERATOR:</b>	MR. STEWART LUWIZHI

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li><li>4. Write as legible as possible, and as precise as possible</li><li>5. Indicate your class lecturer's name on your answer sheet</li></ol>

**THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)**



**SECTION A: DESCRIPTIVE QUESTIONS****[50 marks]**

Present your answers in the examination booklet provided.

**QUESTION 1****[9 marks]**

Differentiate between the following terms by making use of examples to motivate your answers.

- 1.1 Societal marketing concept vs. Marketing concept (3)
- 1.2 Reliability vs. Validity (3)
- 1.3 Positioning vs. Market targeting (3)

**QUESTION 2****(4 marks)**

Identify the four (4) important perceptual selection concepts.

**QUESTION 3****(2x2 = 4 marks)**

Distinguish between the two (2) major learning theories.

**QUESTION 4****(18 marks)**

A marketing research project might have two types of objectives when it comes to conducting primary research. Identify and describe the two (2) types of primary research processes, as well as the techniques that can be followed to gather information for a research project.

**QUESTION 5****(5x3=15 marks)**

Name and discuss, with the aid of examples, what happens to a consumer during each of the five stages of the adoption process when purchasing a product or service.

**SECTION B: APPLICATION QUESTIONS****[50 marks]**

**Read through the following case study and answer the questions that follow.**

Coronavirus presents a few challenges to brands and policy makers. As consumers take protective actions against the virus, their health/financial concerns and behavioral adjustments will continue to have an enormous social and economic impact. In affected areas, countries are already observing drastic changes in consumer behavior such as bulk buying, a surge in low contact commerce, and crowd avoidance/cocooning. As the fear of the coronavirus spreads, consumers have been flocking to stores to stockpile emergency supplies, resulting in empty shelves as retailers can't keep up with demand. During the outbreak phase, Namibia has registered growth in the sales of hygiene and epidemic associated products like masks, hand sanitizers, household cleaning solutions and medicines. There is also a steady rise of online education market.

**QUESTION 6****(40 marks)**

- 6.1 Differentiate between consumers rational and emotional motives to purchase hygiene products during the coronavirus outbreak phase. (4)
- 6.2 Identify two (2) consumption specific segmentation variables which hygiene products such as hand sanitisers uses for their product and explain how these are implemented to affect consumer behaviour. (4)
- 6.3 Explain how companies selling hygiene products can implement the evaluation criteria in the selection of potential target markets. (10)
- 6.4 Identify which targeting implementation segmentation strategy is used by companies selling hygiene products. Provide reasons for your answer. (2)



- 6.5 Name any four (4) consumers' perceived risks regarding the outbreak of the coronavirus on their purchasing decisions for certain products and explain each of them by making it applicable to the case study. (8)
- 6.6 Name and discuss, with the aid of examples, the four (4) basic motivational functions that consumers is trying to fulfill with their change in consumer behavior such as bulk-buying due to the outbreak of the coronavirus. (8)
- 6.7 Distinguish between central route to persuasion and peripheral route to persuasion. Motivate your answer by applying the case study (4)

**QUESTION 7** (5x2=10 marks)

Explain the various ways in which culture is learned and expressed in various ways.



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