



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	LEVEL: 7
COURSE CODE: CSB711S	COURSE NAME: CONSUMER BEHAVIOUR
SESSION: JULY 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	MR. PETER HAUFIKU (FT/ PT/ DI)
MODERATOR:	MR. STEWART LUWIZHI

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper comprises FIVE (5) questions2. Answer ANY FOUR (4) questions.3. Read all the questions carefully before answering.4. Marks for each question are indicated at the end of each question5. Write clearly and neatly.6. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1

(25 Marks)

Explain Maslow’s Hierarchy of Needs and discuss how marketers in Namibia can apply these concepts to tailor their products and campaigns to meet the specific needs of different consumer segments.

Question 2

(25 Marks)

Describe the four elements of learning theories and provide examples of how these can be utilized by marketers to influence consumer behaviour in Namibia, especially in digital marketing.

Question 3

(25 Marks)

Explain the Tricomponent Model of attitude and its relevance to advertising strategies tailored for the Namibian audience.

Question 4

(25 Marks)

Explain the Traditional Family Life Cycle and its implications for marketing household products in Namibia. Provide examples of how businesses might target different stages of the life cycle.

Question 5

(25 marks)

Analyze the provided positioning map. Discuss how understanding positioning maps can assist Namibian companies in differentiating their products and capturing market share in competitive sectors.



END OF EXAMINATION