



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	NQF LEVEL: 7
COURSE CODE: CAO712S	COURSE NAME: CONSUMER AND ORGANISATION BUYING BEHAVIOUR
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
EXAMINER(S)	MS. B.M. VAN NIEKERK (FT/PT)
MODERATOR	MR. STEWART LUWIZHI

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of EIGHT (8) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Indicate your class lecturer's name on your answer sheet5. Read each question carefully6. Allocate your time appropriately

**THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES INCLUDING THE FRONT PAGE.
GOOD LUCK!**

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

Choose the correct answer and use the examination booklet provided to answer the following questions. Each question only has ONE correct answer. 2 marks shall be awarded for each correct answer.

QUESTION 1**[2x5=10 marks]**

Differentiate between the following by matching column A to column B.

	Column A		Column B
1.1	Rather than focus on what can be manufactured, the focus shifts to what consumers prefer. It became a time to put the customer first and to understand their needs and wants. With this information, marketers can deliver satisfaction to their target markets.	A	Production orientation
1.2	Companies want efficient production lines to mass produce products for the consumer. Because the demand was higher than the supply, consumers were content to get a product and were not focused on product variation.	B	Consumer behaviour
1.3	This concept was developed from the marketing concept. Marketers and consumers are increasingly taking stock of what is good for themselves, their family, their country, and the planet.	C	Sales orientation
1.4	There was overproduction, which led to excess product. Although the products were still similar and there was little variation, the manufacturers focused on selling the product which they had overproduced.	D	Marketing concept
1.5	The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.	E	Societal marketing concept

QUESTION 2**(1)**

Define the concept reliability.

QUESTION 3**(16)**

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 in order to gather information for a research project.

QUESTION 4**(4 marks)**

Identify the four (4) important perceptual selection concepts.

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.

QUESTION 6**(2x2 = 4 marks)**

Distinguish between the two (2) major learning theories.

SECTION B: APPLICATION QUESTIONS**[16 marks]**

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

Jessica is a sports fanatic and captain of her school's volleyball and basketball teams. While watching one of her favorite television shows, she sees a commercial for a pair of Nike training shoes that claim to provide extra heel support and increase the height of her jump. The commercial also provides laboratory findings from three independent studies that support the commercial's claims about the Nike training shoes. Jessica decides that having the shoes will improve her performance, so she goes to the mall to purchase her very own pair.

QUESTION 7**(2x2=4 marks)**

- 7.1 Differentiate between Jessica's rational and emotional motives to purchase the Nike training shoes. (4)
- 7.2 Identify two (2) consumption specific segmentation variables which the Nike brand uses for the Nike training shoes product and explain how Nike uses these variables (4)
- 7.3 After segmentation of the market, Nike will select target markets. Explain how Nike can implement the evaluation criteria in the selection of potential target markets. (10)
- 7.4 Identify which targeting implementation segmentation strategy is used by Nike. Provide reasons for your answer. (2)
- 7.5 Because Jessica has no experience with the Nike brand, she will experience certain perceived risks which will have an influence on her perception of the product. Name any four (4) perceived risks and explain each of them by making it applicable to the case study. (8)
- 7.6 Jessica has to change her attitude towards the Nike brand since she has the basic need for the product. Name and discuss, with the aid of examples, the four (4) basic motivational functions that Jessica is trying to fulfill. (8)
- 7.7 Distinguish between central route to persuasion and peripheral route to persuasion. Motivate your answer by applying the case study (4)

QUESTION 8**(5x2=10 marks)**

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