



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORTS MANAGEMENT**

<b>QUALIFICATION : BACHELOR OF MARKETING</b>	
<b>QUALIFICATION CODE: 07MAR</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: CSB711S</b>	<b>COURSE NAME: CONSUMER BEHAVIOUR AND ORGANISATIONAL BEHAVIOUR</b>
<b>SESSION: JULY 2025</b>	<b>PAPER: THEORY (PAPER 1)</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>DR KWABEAN ABROKWAH-LARBI</b>
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<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This examination paper consists of SIX QUESTIONS</li><li>2. Answer any FOUR QUESTIONS</li><li>3. Read all the questions carefully before answering.</li><li>4. Start each question on a fresh page</li><li>5. Write clearly and neatly, and number the answers clearly</li></ol>

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

### **Question 1**

A company wants to increase its value-based market by focusing on growing its business customer segment. Developing business customer segment requires understanding organisational decision-making process.

a. Prepare a presentation on the organisational decision-making process and how the company can leverage it to develop its business customer market. Underpin your assessment with pictorial representation of the organisational buying/purchase decision-making process.

**(12 marks)**

b. Assess any three main factors that influence organisational buyer behaviour and how the firm can apply them to its value-based market development.

**(13 marks)**

### **Question 2**

a. Assess the reason why the post-purchase evaluation stage of the consumer decision making process is considered the most critical stage for a business organisation.

**(10 marks)**

b. Assess the interactive mechanism between the two aspects of consumer “involvement” and consumer “attitude”. Support your assessment with a pictorial representation of the two interactive mechanism scenarios.

**(15 marks)**

### **Question 3**

a. Use the “Bases for Segmentation” matrix to assess the types of segmentation schemes an organisation may apply to its market segmentation strategy.

**(13 marks)**

b. Identify and assess four main market segmentation domains a firm may apply in segmenting its consumer market in Swakopmund and Walvis Bay.

**(12 marks)**

#### **Question 4**

a. A firm is faced with the challenge of dwindling consumer interest due to their inability to incorporate consumer needs and preference into their product and service development. Prepare a presentation to the firm assessing how they can use “Maslow’s Hierarchy of Needs” to guide the incorporation of consumer needs and preferences into products and services and increase consumer interest.

**(13 marks)**

b. Assess the association between “consumer involvement” and “consumer learning”, and the implication of such association on the consumer purchase decision making process.

**(12 marks)**

#### **Question 5**

a. Explain the concept of “buying and disposing consumer behaviour” to a group of budding marketers within the Windhoek Municipality.

**(5 marks)**

b. Prepare a presentation assessing the four key aspects of “buying and disposing” consumer behaviour your firm should incorporate in new product development strategy.

**(10 marks)**

c. Assess three important reasons why understanding “buying and disposing” consumer behaviour is critical to your firm.

**(10 marks)**

#### **Question 6**

a. State the theory of “diffusion of innovation” and assess the rationale behind it.

**(10 marks)**

b. Assess the consumer behaviour of the five adopter categories in the “diffusion of innovation” theory. Underpin your assessment with examples and graphical analysis depicting the distribution of the five adopter categories.

**(15 marks)**