



PANIPIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORTS MANAGEMENT

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

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This examination paper consists of SIX QUESTIONS2. Answer any FOUR QUESTIONS3. Read all the questions carefully before answering.4. Start each question on a fresh page5. Write clearly and neatly, and number the answers clearly

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

Question 1.

A company is confronted with low customer loyalty from its customer base due to the standardisation of their marketing techniques targeted at both end-user customers and business customers. Prepare a presentation assessing the five variations between consumer and organisational buying behaviour that may serve as an input to the development of context-oriented marketing techniques targeted at end-user customer markets and business customer markets.

(25 marks)

Question 2.

a. Prepare a presentation assessing the four main influences of consumer purchase decision-making process in a firm's market segment and its implication to marketing.

(12 marks)

b. Assess the concept of "involvement" and the role of "involvement" in the consumer decision-making process.

(4 marks)

c. Identify and assess three "decision making efforts" consumers may apply to the purchase of products and service.

(9 marks)

Question 3

a. Explain the concept of market segmentation and the rationale of segmentation in marketing.

(10 marks)

b. Develop a market segmentation criteria grid that can be used by your marketing department to assess requirements for effective segmentation.

(15 marks)

Question 4

a. Assess the variation between "market targeting" and "target market".

(5 marks)

b. Identify and evaluate four approaches a firm can apply to its target marketing strategy based on their range of products.

(20 marks)

Question 5

a. Explain the concept of "Attitude" in context to consumer behaviour.

(5 marks)

b. Prepare a presentation assessing how a firm may use the "Tricomponent model of Attitude" to support both current and potential customers in their purchase decision making process. Support your assessment with pictorial illustration the model.

(20 marks)

Question 6

A firm is confronted low levels of consumer response to their products and service due to lack of insight in consumer stimulus, organism and response. Prepare a presentation to the organisation assessing the mechanism of consumer response to products and services using the S-O-R Model. Support your assessment with an appropriate diagram of the S-O-R Model.

(25 marks)