

CIMG Programme Pathway 1 Professional Certificate in Marketing

Buyer Behaviour (PCM 103)

JUNE 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY - COMPULSORY

Komesh is a cosmetic company registered in the year 2000 to manufacture creams, lotions, gels and oils for the skin. It has been found that the company follows the product-oriented approach concept and as such places less emphasis on marketing.

The past five years has seen the company's profit dwindling due to the fact that they don't use materials like shea butter, baobab, castor oil, mango and neem which customers prefer as their choice rather than what the company produces. The inability to serve customer needs has resulted in the shift of customers to competitors' products. Their prices are also seen to be on the high side, and they have a narrow product line. The consumers again seem to have a negative perception with the fact that the company doesn't take their background, preferences, choices, and income into consideration.

Their inability to adopt the marketing-oriented approach has seen the company also producing in mass quantity and selling to the market without appropriate segmentation and positioning. This has led to the target market being neglected and also resulted in poor communication with key stakeholders.

The Management of the company seem not to have enough experience and knowledge in the practice of marketing and are contemplating hiring a Marketing Assistant.

Question One

As a Marketing Assistant employed by the company you have been asked to write a **REPORT** to Management on the following:

- a) Explain **THREE [3]** reasons why the understanding of the concept of consumer behaviour is important to Komesh remaining competitive **[8 marks]**
- b) Identify and explain **FOUR [4]** factors that can influence consumer buying decisions of Komesh products **[16 marks]**
- c) Identify and explain **FOUR [4]** approaches that the company can use to segment its market **[16 marks]**

PART B – Answer THREE (3) questions Only

Q2. In an attempt to segment its customers, KONA Supermarket has asked you to make a presentation on the following:

- a) Identify and explain **THREE [3]** basic functions that can be provided by a family **[12 marks]**
- b) Identify all the **EIGHT [8]** roles played by households in the decision-making process **[8 marks]**

Q3. A new automobile company KOREANA is about to launch its vehicle and they have

- a) products and brands that will be introduced **[15 marks]**

Identify and explain the tasked you to provide them information on the following:

- a) Identify and explain the **FIVE [5]** product characteristics likely to influence consumer acceptance of new stages of the adoption process **[5 marks]**

Q4. a) Outline Abraham Maslow’s hierarchy of needs **[5 marks]**

- a) Evaluate **TWO [2]** marketing implications of the Maslow’s theory **[4 marks]**
- b) Explain the Freudian and Neo-Freudian Theories of Personality and their application to different consumers. **[11 marks]**

Q5. You have been employed by a Tour Operating company as a Marketing Assistant and your Manager has tasked you to prepare a **REPORT** for him on the following:

- a) Define attitude **[3 marks]**
- b) Identify and explain **TWO [2]** ways in which attitude can be formed **[8 marks]**
- c) Identify the Three/Trio-component of attitude model **[9 marks]**

Q.6. a) Describe **THREE [3]** basic elements of Learning **[6 marks]**

- a) Identify and explain **THREE [3]** concepts used to clarify Classical conditions **[10 marks]**
- b) Explain **TWO [2]** marketing applications of Classical condition **[4 marks]**