



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

---

# UNIVERSITY EXAMINATIONS

## 2020/2021 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 413**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**DATE: 16<sup>TH</sup> MARCH, 2021**

**TIME: 2pm-5pm**

---

### INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 2 PRINTED PAGES
- PLEASE TURN OVER

REGULAR EXAM  
BHM 413: CONSUMER BEHAVIOUR

STREAM: BHH

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer question *ONE* and any other *TWO* questions
- ii) Do not write on the question paper

QUESTION ONE

(30 MARKS)

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us.

- a) What do you understand by the terms;
  - i. Consumer.
  - ii. Customer.
  - iii. Consumer behavior (5 Marks)
- b) Highlight the factors given by researchers to explain the growth of consumption. (6 Marks)
- c) State the reasons for studying consumer behavior. (4 Marks)
- d) Where do you think consumer behavior may be applied? (10 Marks)
- e) Highlight what researchers try to find out while carrying out studies to understand likes and dislikes of consumers? (5 Marks)

QUESTION TWO

(20 MARKS)

- a) We speak of hospitality clients as being self-confident, aggressive, shy, dynamic, secure, introverted and/or friendly and as being (but not controlled) by these personality traits in their responses to situations. In view of the statement above, explore **TEN** common personality traits applicable in the study of consumer behavior. (10 Marks)
- b) Models are essential to all investigations of consumer behavior, whether they are models that consider the ways in which we structure and interpret the world or models used by researchers in order to explain the world. Describe **FIVE** models constructed and applied in the study of consumer behavior. (10 Marks)

**QUESTION THREE**

**(20 MARKS)**

- a) Culture is invented by three inter-dependent systems, discuss. (10 Marks)
- b) Social classes differ in dress, speech patterns, recreational preferences, and many other characteristics. Discuss the **FIVE** social classes that are evident in the study of consumer behavior. (10 Marks)

**QUESTION FOUR**

**(20 MARKS)**

Attitudes as well as lifestyle are among key consideration in the study of hospitality consumer behavior;

- a) Explain the following terms as used in the study of consumer behavior;
  - i. Attitude (2 Marks)
  - ii. Lifestyle (2 Marks)
- b) Explore the characteristics of i) and ii) above in relation to hospitality consumer behavior. (16 Marks)

**QUESTION FIVE**

**(20 MARKS)**

The relationship between company, employees, and customers in the customer behavior and services marketing context can be described as a services marketing triangle. Explain (20 Marks)

\*\*\*\*\*