



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**OCTOBER/NOVEMBER 2014 EXAMINATION**

Course Code: MKT 824

Credit Unit: 2 units

Course Title: CONSUMER BEHAVIOUR

Time Allowed: 2 Hours

**Instruction:** Attempt question (1) and any two others. Question (1) carries 30 marks while others carry 20 marks each. Present your answer legibly and logically using relevant examples.

- 1) A. Describe information processing and explain the stages of consumer information processing.  
B. list and explain the types of information consumers usually seek.
- 2) Define consumer decision making and explain its various levels.  
  
List and explain the four models of consumer decision making.
- 3) A. Discuss the three major personality theories.  
B. Describe how personality theories have stimulated marketing interest in the study of consumer personality.
- 4) A. From a marketing perspective, define consumer learning.  
B. Explain the three types of learned behaviour.  
C. Discuss the five general characteristics of consumer learning.
- 5) A. Identify the essential features for understanding the culture of consumers.  
B. Discuss the four major marketing decision areas that are affected by cultural changes.