



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2007/2008

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HIM 210: CONSUMER DYNAMICS

DATE: MONDAY, 23RD JUNE 2008

TIME: 8.00 A.M. – 10.00 A.M.

INSTRUCTIONS:

1. There are two sections.
2. Answer ALL questions in section I.
3. Answer only ONE question in section II.

SECTION 1: (40 marks). Answer all questions.

1. Explain briefly what you understand by the term consumer. (3 marks)

2. Describe any four important attitudes influenced by culture for consumers. (4 marks)

3. Explain how consumers are protected when purchasing products. (5 marks)

4. Using examples explain how Global sourcing profits companies in recent decades. (8 marks)

5. There are situational considerations that can affect consumer choice. Give a brief summary of those situational influences on purchasing behavior. (10 marks)

6. Explain how might the relationship between time budgets and economic budgets, affect the marketing strategy of a major retailer. (10 marks)

(10 marks)

SECTION II: Answer only ONE question (30 marks)

1. Strategic planning involves committing corporate resources to the most promising areas of the world. This process requires accurate projection of world population trends over the next few decades. In view of this, describe the primary reasons why fertility is declining in industrialized nations.

OR

2. Assume you have been called in as a marketing consultant to suggest an advertising strategy for a new brand of Colgate tooth paste. Which type of decision - process behavior do you feel most prospective buyers will use? Why do you say this? What difference will this make in marketing strategy.

OR

3. In relation to Psychological processes, how can the concept of information processing be useful in understanding why adverts are successful or unsuccessful?
